

To Make America More Beautiful and Fruitful

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LI No. 7

APRIL 1, 1930

Per Copy 20c

PAINESVILLE NURSERIES

BULLETIN NO. 1
86 Pages
Issued Feb. 13



Signs of Spring

NOTICE! Nurserymen, Florists, Dealers:
You can get your Spring supply from our 1500 acres

TREES

DECIDUOUS
EVERGREEN
FRUIT

SHRUBS
VINES
ROSES

PLANTS

HARDY PERENNIAL
BEDDING (from Pots)
HOUSE DECORATIVE

SEEDS

VEGETABLE
FLOWER
FARM and GRASS

BULBS:
GLADIOLI
DAHLIAS
CANNAS, Etc.

THE STORRS & HARRISON COMPANY

PAINESVILLE, "Painesville Nurseries" Lake Cou nty, OHIO

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

*"New York
State Grown"*

NURSERY STOCK
FRUITS
ORNAMENTALS
ROSES
EVERGREENS

Send for
Price List

W. & T. Smith Co.
Geneva, N.Y.
Organized in 1846
1000 Acres
in 1928

SPRING - 1930

- 500 Early Richmond, 2 yr., XX, Heavy
1000 Early Richmond, 2 yr., 11/16 inch
1500 Montmorency, 2 yr., 11/16 inch
800 Montmorency, 1 yr., 11/16 inch
1200 Montmorency, 1 yr., 7/16 inch
6000 Montmorency, 1 yr., 5/16 inch
5000 Montmorency, 1 yr., under 5/16 inch
4000 Honeysuckle, Morrowi and Bella Albida,
3 to 4 and 4 to 5 ft.
25000 Amoor River Privet,
2 yr., 12/18, 18/24 in., 2/3 and 3/4 ft.
2000 Ibota Privet, 12/18, 18/24 in. and 2/3 ft.
8000 Spirea, Vanhoutte, 2/3, 3/4 and 4/5 ft.
1800 Snowberry, 18/24 in., 2/3 and 3/4 ft.
2200 Indian Currant, 12/18, 18/24 in. and 2/3 ft.
150 Catalpa, Speciosa, 8 to 10 ft.
400 Catalpa, Speciosa, 1 1/4 inch
430 Catalpa, Speciosa, 1 1/2 inch
160 Catalpa, Speciosa, 1 1/4 inch
1900 Elm, Budded, 1 1/4 inch
1500 Elm, Budded, 1 1/2 inch
The above Elm were transplanted 4 years ago.
1500 Elm, 6 to 8 ft.
2000 Elm, 8 to 10 ft.
2500 Elm, 1 1/4 inch
2000 Elm, 1 1/2 inch
600 Elm, 2 inch
800 Norway Maple, 6 to 8 ft.
1200 Norway Maple, 8 to 10 ft.
1000 Norway Maple, 1 1/4 inch
300 Norway Maple, 1 1/2 inch
1000 Soft Maple, 8 to 10 ft.
2000 Soft Maple, 1 1/4 inch
2000 Soft Maple, 1 1/2 inch
700 Soft Maple, 2 inch

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA

Established 1875
LARGEST NURSERY IN INDIANA

Best Tree Digger on Earth



Write for Descriptive Circular and Prices

Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana, Missouri

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WE had good fortune with our beds of Hemlock seed three years ago. A fine stand. Now they're 4 to 8 inches high and have been once transplanted (last spring). Grown in nursery seed beds from American seed and transplanted one year in transplant beds.

NURSERY GROWN TSUGA CANADENSIS

\$60.00 per Thousand

4 to 8 inch transplants

AND there are many other good buys in our green list of lining out stock just mailed to the trade. If your copy didn't come, a card will bring it.

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Fifty Church Street, New York City



Onarga Nursery Co

Wholesale Growers

of EVERGREENS

Ornamental Shrubs, Rock Garden and Perennial Plants

	Per 100	Per 1000
Currants, red, 2 yr. 1	\$ 5.00	\$ 35.00
Althea, bush, 3-4'	20.00	150.00
Cornus Lutea, 3-4'	20.00	150.00
Cydonia Japonica, 3-4'	30.00	
Deutzia Gracilis, dwarf, 15-18"	15.00	100.00
Deutzia Lemoine, dwarf, 24-30"	15.00	100.00
Honeysuckle Bush, Asstd., 3-4'	20.00	120.00
Lilac, Persian, 3-4'	30.00	175.00
Philadelphus Avalanche, 20-36"	22.50	180.00
Privet, Amour River North, 18-24"		45.00
(235.00 M in 5000 lots or more)		
Spirea Arguta, 2 1/2-3'	20.00	100.00
Spirea Froebeli, 18-24"	12.00	100.00
Spirea Thunbergi, 2-2 1/2'	20.00	100.00
Symphoricarpos Racemosus, 2-3'	12.00	100.00
Tamarix, Assorted, 3-4'	18.00	100.00
Weigela Rosa, 3-4'	20.00	120.00
Clematis Paniculata, 3 yr.	20.00	100.00

Thousands of other trees, shrubs and rock garden perennials at reasonable prices. If you are not on our mailing list, write us, and send us your want list, as we can often quote better prices on stock we have in heavy surplus.

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Established 1870

Specialties

Amour River North Privet, 2 yr., 2-3 and 3-4 ft., well branched.
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 Forsythia Asst., 2-3 to 4-5 ft.
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EVERGREENS—Biotas and Junipers, in good supply.
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CHAMPION NURSERIES
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 Deutzias and Weigelas

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CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees.

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Northern-grown, Hardy Evergreens
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Perennial and Alpine Plants

A list for Landscape Architects,
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LESS THAN FIVE CENTS A WEEK

AMERICAN NURSERYMAN
 Chief Exponent of the Nursery Trade

—Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.50 per year; three years for \$6.00. A one-inch advertisement for \$1.40; under yearly term, \$1.25.

American Nurseryman Directory of American Plant Propagators

Broad Leaf Evergreens RARE AND CHOICE CONIFERAE AZALEAS (Evergreen and Deciduous) FLOWERING SHRUBS, VINES and CLIMBERS

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Growers of

EVERGREENS

For

Lining Out

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Send for our price list of
HARDY NATIVE TREES, SHRUBS,
and PLANTS

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Seedlings—Transplants—Cuttings
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The Largest Growers of Evergreens
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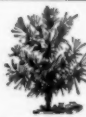


ROSES

Shrubs Cannas
Lining-out Evergreens

Send for Trade-List

The CONARD-PYLE CO.
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SUDBURY - PLYMOUTH

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Variety	Grade	100	1000
COLORADO SPRUCE	2-4 inch T.	\$ 8.00	\$60.00
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RED PINE	4-8 inch S.	3.50	25.00
	12 to 18 inch TT. .	40.00	300.00
SCOTCH PINE	8 to 12 inch TT. .	30.00	200.00
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	8 to 12 inch S. . .	2.00	10.00

Write for complete list.

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FRAMINGHAM CENTRE, MASSACHUSETTS

CARR'S EVERGREENS

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Bedding and Lining Out

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SEVEN MILLION EVERGREEN
Seedlings and Transplants.
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Choice Broad-leaved and Coniferous

EVERGREENS

in Lining out and Specimen Sizes

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Headquarters for

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Large Assortment

WELL GROWN—NONE BETTER

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of

HEMLOCK
ARBOR VITAE
NORWAY SPRUCE
SCOTCH PINE
BALSAM
CANOE BIRCH
SUGAR MAPLE

and other Evergreens, Shade Trees,
Shrubs, Ferns, and Perennials.

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EVERGREENS SEEDLINGS and TRANSPLANTS FOR LINING OUT

Write for Our Price List

THE NORTH-EASTERN FORESTRY CO.

"We Grow Our Own Trees"

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WE HAVE THEM
You May Want Some
Norway, Sycamore and Silver
Maples; Pin, Red, Mossy Cup,
Catesbaei and Willow Oaks.
Butterfly Bush, Dogwoods, Deutzias, Forsythia, Spireas, etc.

Our Trade List is ready.
Get next to one.

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BERLIN, MARYLAND

IF YOU GROW Lining-Out Stock

You should be represented
in this department regularly.

Write for advertising rate

AMERICAN NURSERYMAN
Chief Exponent of the Trade

AMERICAN NURSERYMAN ---- April 1, 1930

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,
Rochester, N. Y.

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Customers—
please check
carefully

BULLETINS
MOVING FREQUENTLY
THROUGHOUT
THE SHIPPING SEASON

SOME GOOD OFFERS

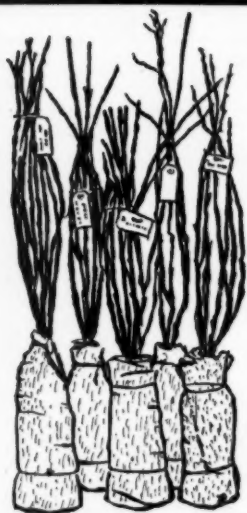
C. R. Burr & Company

INCORPORATED

General Nurserymen

MANCHESTER, CONN.

We do not sell at wholesale to retail buyers.



WRAP THEM
... WITH ...

SAXOLIN

WATERPROOF

**DUPLEX
CRINKLED**

Give your shipment that touch of extreme care and cleanliness that mean so much in the eyes of the customer.

Wrap Your Bundles In SAXOLIN

SAXOLIN is clean, tough and easy to handle. It's waterproof, it holds the dirt and moisture around the roots.

SAXOLIN is two sheets of kraft paper cemented with asphalt filler and crinkled to stretch and conform to shape of bundle.

COSTS LESS THAN BURLAP AND DOES A BETTER JOB

In Sheets Any Size, 6" x 8" \$1.20 Per 1,000 Sheets
12" x 18" \$5.25 20" x 24" \$11.90 etc.

Ask for the Sizes You Use
In Rolls 200 Yards 12" to 60" Wide

CHASE BAG CO.

Specialty Dept. - Cleveland, Ohio

The Preferred Stock



"The Outdoor Living Room"

Not that Perk and I have turned cabinet-makers; but we've put as much care into growing the "Preferred Stock" as ye olde craftsmen ever put into the finest furniture.

Here are "furnishings" you'll want to know more about:—"It's Not a Home Until It's Planted."

CLIMBING ROSES
ORNAMENTAL SHRUBS
SHADE TREES

EVERGREENS
HARDY VINES
PERENNIALS

Fully described and listed in our latest bulletin No. 9. Have you a copy?

Yours for more planting this spring,
JACK

Our compliments to the National Publicity Campaign

Jackson & Perkins Company
Wholesale Only
Newark, New York.

EVERGREENS

Sherman's evergreens are grown by men who know how to grow evergreens. It is our desire to grow trees that you will be proud of when you see them growing on your customer's lawns. We use the greatest care in digging and packing, that these trees so carefully grown will reach you without losing any of their first class quality.

We can supply practically all varieties of evergreens or general nursery stock but we wish to call your attention especially to the following:

LINING OUT STOCK

Balsam Fir
Arbor Vitae
Pyramidal Arbor Vitae
Juniper Sabina
European Larch
All The Pines
All The Spruces
Red Cedar

SPECIMEN STOCK

American Arbor Vitae
Douglas Golden Arbor Vitae
Globosa Arbor Vitae
Compacta Arbor Vitae
Austrian Pine
Balsam Fir
Douglas Spruce
Norway Spruce

The SHERMAN NURSERY Co.
Charles City, Iowa

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

VOL. LI

ROCHESTER, N. Y. APRIL 1, 1930

No. 7

What New Jersey Nurserymen Recently Missed

Practical Observations On the Catalogue Which Serves Its Purpose—Eleven Silent Salesmen Reviewed—Praise and Criticism—An Undelivered Speech

PRETTY GOOD EFFORT DESPITE THE HANDICAP OF PROHIBITION

John Howie Wright, editor, is the signature attached to a leaded 4½ page article in the February issue of a 5½x8½ publication called "Postage and the Mailbag," described as "A monthly magazine read by 15000 business executives, interested in profitably using direct mail advertising to increase sales and lower the cost of selling; editorial and executive office, 68-35th St., Brooklyn, N. Y."

After referring to various locations in which Arthur Brisbane produces his editorials, Editor Wright says:

"I think I can do my very best writing and speaking under the influence of a few drinks of good rye whiskey. When I used to drink, several years ago, (I am a total abstainer now, and think, only to help our government, everyone should be) I wrote articles under the influence of good liquor that were reprinted by the million. Since I stopped drinking very few of my articles have had great circulation. They lack some touch or other."

"The New Jersey Association of Nurserymen, through their fine member, Mr. Fred D. Osman, offered me a liberal honorarium (noble word for money) to speak to their convention for a few minutes on Direct Mail. To my regret I could not accept their courteous invitation. Had I spoken, I would have said among other things these:

"The Art of Writing Letters, so far as the Nurserymen are concerned, is a Lost Art. Out of 35 Nurserymen that I know not one has ever written a personal letter to a customer or prospective customer. A customer is the most valuable asset of a business. The 'best' way to keep in touch with a customer is through personal letters."

"The majority of catalogues distributed by Nurserymen are good. The 'best' catalogue I know of in the field is that of Fred Osman, New Brunswick, N. J. It is called 'The Care of Roses'."

Mr. Wright gives moderate praise to catalogues of Max Sching, A. E. Kunderd and Maloney Brothers Nursery Co. He says that order blanks should be a part of the catalogue—the number in each catalogue "depending upon the number of orders usually sent by the average customer."

"But better than order blanks is a page in large type easy to read, easy to understand, with instructions 'How To Order', in the front part of the catalogue, third cover or page facing third cover. I have on my desk 11 good catalogues of Nurserymen. I will now look through each one and tell you how much space is given in each on 'How To Order'."

He finds that no space is given to the subject in catalogues of Stark Bros., Max Schling Seedsman, Burgess Seed & Plant

Co.; in other catalogues from two inches of space to a page.

"So there you are; and the sole object of every catalogue is, or certainly should be, to get orders. The best order instruction page in the above 11 catalogues is that in Kunderd: 'Please read carefully before ordering.'"

"From Harris, Coldwater, N. Y., order blank: 'We will not accept or fill orders on any other terms.' Why not wait until you get an order 'on any other terms' and then write the prospective buyer a nice friendly letter telling why you cannot 'accept or fill it?'"

"The sweetest opening in a business letter may be 'Enclosed is check,' but before you can get such letters you must hear or read other sweet words 'Herewith is order'."

"Next to a customer who likes to do business with you is a prospect who might like to do business with you. E. W. Stark, President Stark Bros. N. & O. Co., Louisiana, Mo., says in his letter inclosed with a catalogue: 'My further wish is to serve you by filling your orders efficiently, promptly and satisfactorily. May I do so? The enclosed order blank invites you. Why not order now? Yours most cordially.'"

"In the average business that needs a catalogue a good small catalogue with good paper, good illustrations and easily read descriptions will produce more orders than a larger catalogue on cheap paper with poor illustrations and small crowded type. Do not send catalogues that cost you from 25c to a dollar a copy in envelopes costing a fraction of a cent each. Use envelopes that will add prestige to your catalogue and that at the same time will deliver it in good condition. Of the 11 catalogues discussed only two were mailed in fairly good envelopes."

"I may be all wrong, but if I were a Nurseryman I would not offer onions and roses in the same catalogue."

"The above are some of the things I would have told the New Jersey Nurserymen had I had the pleasure of meeting them."

JOHN HOWIE WRIGHT, Editor

Would Give Up Nursery

Parks Commissioner says it is Cheaper to Buy Shade Trees Than Grow Them

Following an inspection of the city Nursery at Orchard Park, Parks Commissioner Frank F. Cannon, of Buffalo, N. Y., is inclined to the belief that the city should abandon the Nursery and sell the property to the highest bidder.

Preliminary reports received by the commissioner have led him to the conclusion that it would cost the city less money to purchase trees than to grow them to the required age for planting along the streets of Buffalo and in the parks and parkways.

Farmer Exempt From Bankruptcy Decision of U. S. Circuit Court Appeals

A press despatch from Fort Valley, Ga., March 14 said: "The United States Circuit Court of Appeals at New Orleans, has held that A. J. Evans, Fort Valley peach grower and shipper, is a farmer and not subject to bankruptcy proceedings. The decision reverses that of Judge Bascom S. Deaver, of the United States District Court at Macon, Ga., who declined to confirm a report of the referee, J. N. Talley, which held that Mr. Evans was a farmer and therefore could not be adjudged bankrupt. The case has been in the Federal Court for two years and is considered one of considerable importance. The record of the case is voluminous, said to contain about 750,000 words."

A Tennessee Nursery concern, commenting on the case remarked: "We suggested to Mr. Evans that the courts had held that a tiller of the soil was not necessarily a farmer, but might be a Nurseryman, a truck grower, an orchardist, etc., and he built his defense around that argument—a tiller of the soil of course under the Bankruptcy Act cannot be adjudged an involuntary bankrupt. It is said that the decision of the referee in bankruptcy, Mr. Talley, was a wonderful brief for the farmer and for all others who are in a business partnership with Nature."

Ohio Nurserymen in Roadside Improvement

May Be Beginning of Statewide Movement—Next Step Is Legislation For Wide Practice of Henry Pree, landscape architect in A. Donald Gray's office in Cleveland.

"We hope this is the beginning of a general statewide movement toward state highway beautification. The highway department of the state is much interested in the project and the movement seems to be general."

"The next step is to introduce legislation on this proposition so as to make it generally effective."

Special Seasonal Crop and Market Reports

Buying More Cautious—Orders Smaller—Marked Improvement Cited—Low Prices a Detriment—Salesmen Scarce in Places—Production Exceeding Distribution

Common Shrubs in Surplus

Madison, Wis., March 20—Spring has opened usually early. The frost is out of the ground and we have started digging. We have increased our retail sales since January 1, compared with the same period in 1929.

There appears to be an over-production in common shrubs, small sizes of shade trees and evergreens. Large stock is not plentiful. Some classes of fruit trees appear to be in surplus and the demand is limited.

McKAY NURSERY CO.
W. G. McKay, President

Buying More Cautious, Orders Smaller

Lexington, Ky., March 20—Conditions look like we will have a slightly below normal season. Buying is a bit more cautious; orders not as large as average. Considerable winter damage throughout the state causing some discontent. Replacements of many bush roses will be necessary.

Collections remain fair only and considerable interest in buying on delayed payment or budget plan.

If weather holds and we have a long season, believe we will have a comparable season, at least, better than in some lines which are now suffering.

Business is harder to get and it is taking more "hustle" to get it booked. Conditions look better than they did in late fall, at any rate.

HILLENMEYER NURSERIES
Walter W. Hillenmeyer

Production Exceeding Distribution

Pomona, N. C., March 15—There is still business to be had in this section of the country, notwithstanding the general depression that is affecting most lines of industry. Business has to be sold close and in the face of plenty of competition, some legitimate and some otherwise.

The Nurseryman who is looking for any spasmodic jump in sales for 1930 will likely be disappointed, but we would not be surprised if sales make steady gains this year and reach a point exceeding that of 1929.

Concerning a surplus or shortage, production seems to maintain an ever-increasing lead on distribution. Perhaps the publicity program will take care of this; we hope so.

LINDLEY NURSERIES, INC.
W. C. Daniels, Sales Mgr.

Difficult To Procure Salesmen

Richmond, Va., March 15—Our sales through agents are about the same as they were in spring 1929. The bulk of our business is secured through salesmen. We are experiencing difficulty in securing salesmen to represent us. Usually when conditions are not what they should be over the country we have any number of applicants for selling positions.

Our wholesale business is about the same as usual. We have quite a heavy stock of a general line of evergreens, though the demand apparently is not active. We rather

think there is an over production of evergreens over the entire country.

W. T. HOOD & CO.

Sales Exceed Any Other Year's

York, Neb., March 15—Business for our spring delivery has been very good. Our sales so far exceed those of any other year. Bank failures, short crops and low prices will, no doubt, have their effect upon collections and we do not look for collections to be as good as they have been during the past decade.

There seems to be a shortage at the present time in some sorts of fruit trees, but there is ample stock in the ornamental line to take care of this year's business.

On account of the unsettled conditions in the agricultural districts it is difficult at this time to venture any kind of a guess concerning the business for next season's delivery. It seems to be a little more difficult every year to sell our line of goods. The days of the order taker are past and only the best salesmen are able to get the business.

HARRISON NURSERY CO.
E. H. Smith, President

More Output Than Year Ago

Painesville, O., March 22—We are very busy here at the Storrs & Harrison Company, shipping all lines of stock; in fact, we have been digging some evergreens. We have shipped more cars and probably more bulk in Nursery stock at this time than a year ago; however the season is a little advanced over last season.

We are certainly well pleased with the business we have received up to date. The rose line and perennial line have been exceptionally good. We feel a good many numbers in shrubs will turn up scarce before the season is over. It is pretty hard to tell whether the total spring business this year will be better than last season. This will be more or less determined by the weather we get from now until the end of the shipping season.

We have the finest line of goods we have ever had to offer; a complete list of varieties. Our equipment is modern. Orders are being handled immediately in our office. We are getting a good many repeat orders from satisfied customers.

Although we do not believe the general conditions are quite so good, our general calls for catalogue have increased. We published this spring the finest retail catalogue we ever put out. We do not predict any big boom in the Nursery business; still things are looking up.

THE STORRS & HARRISON CO.
H. S. Chard

Turning Toward Native Stock

New York, March 14—Business good; not quite up to last year, but almost, so far. Demand turning towards native trees and shrubs which are in scarce supply in the Nurseries as yet.

KELSEY NURSERY SERVICE
Manning

Country Over-Propagated

Louisiana, Mo., March 17—Our business, like every other business, has been more or less affected by the break in the stock market last fall and consequent adverse effect on business in general.

Also the propaganda sent out by the U. S. Department of Agriculture practically warning people not to plant apple trees, etc., has had some effect. However, in spite of this, we hope to end our business year this spring with sales approximately the same as last year.

There is no doubt that the country is badly over-propagated on both ornamentals and fruits, taking into consideration the reduced activity in the building of new homes and the prospects of somewhat reduced business activity in the near future.

We do feel, however, that Nurseries in general throughout the country have not suffered as much as retail merchants and wholesalers in most other lines of business.

STARK BROS. NURSERIES
L. C. Stark, Vice-President

The Future Looks Good

Bridgeport, Ind., March 17—We are finding sales better this spring than last fall, but they are not up to our usual trade at this season of the year. However, buying by parks, cemeteries, and cities seems to be good.

We are short on large shades and evergreens and are getting short on several kinds of fruit trees. Demand for fruit trees has been much better. We do not look for much change in demand until next year.

The future looks good to us and we are planting our usual line of stock. We have had some nice weather and practically have our spring planting done, the earliest we can remember.

C. M. HOBBS & SON

Marked Improvement in Year

Little Silver, N. J., March 20—We are very much gratified with our spring orders at the present time. Our retail department is approximately 20% ahead of last year, while our wholesale department is at least 35% ahead of the corresponding period a year ago. Undoubtedly one reason for our running so far ahead of last year is the fact that we have about 50% more first-class roses this season than we had last year. There is a very brisk trade demand for stock of this character, and evidently a decidedly short supply at this time.

LOVETT'S NURSERY
L. C. Lovett

Low Prices a Detriment

Geneva, N. Y., March 14—Nursery business seems to be picking up in all lines. Much better than we had anticipated, and we expect to sell out our stock completely. We think, however, that all Nurserymen are suffering this spring on account of prices on many items being below the cost of production, due to the lack of cooperation among Nurserymen.

W. & T. SMITH COMPANY

Looks Like a Bumper Season in New Jersey

"Am Satisfied National Advertising Campaign Is Greatly Responsible for Present Condition," Says Former A. A. N. President Flemer—Orders Coming Better

Would Otherwise Be Complaining

Princeton, N. J., March 18—Business is fine and everything looks wonderful.

Orders are coming in better than ever and because of the early spring we are way ahead of our deliveries.

It looks like a bumper season and I am satisfied the National Advertising Campaign is greatly responsible for the present condition. I know all other lines of business are complaining in this section and I believe that complaint is universal. I think we would be complaining too if it were not for the campaign.

PRINCETON NURSERIES
Wm. Flemer, Jr.

Evergreen Seedling Lively

Lake City, Minn., March 17—We have found that our retail trade has been fair, not quite up to last year; but, of course, the way farm conditions in the Middle West have been we could not expect the trade to be on par with former years.

The evergreen seedling business has been very fine. Apparently Nurseries do not feel that there is any danger of overplanting of evergreens. While there may be a surplus of some varieties, there is certainly a tremendous unfilled market for windbreak evergreens.

Our general wholesale trade has been satisfactory and we rather look forward to next year with optimism. Of course that is a prerogative or a fault of the average Nurseryman, you know, and I presume we are no different.

We were a little afraid of winter killing due to the thaw and erratic weather which we had in the early winter, but there is no appearance as yet and we rather feel that we have been fortunate.

THE LAKE CITY NURSERIES, INC.
Bj. Loss

Clean-Up in Sight; Moderate Prices

Scottsville, Tex., March 19—It looks like a clean-up of our ornamentals this season, including evergreens, roses and shrubs, but at moderate prices. We do not grow any fruit stock.

Planting has been finished for some time. Stock is starting into growth and the stands in the fields look good.

150 acres of daffodils are in bloom at this writing.

VERHALEN NURSERY CO.
Geo. F. Verhalen

Outlooks Are Good

Chase, Ala., March 18—Business is good with us, and we think we are going to be able to clean up our surplus stock o. k. In this part of the country as well as in most all parts we had a very severe winter, which interrupted our work outside considerably, but weather for the past few weeks has been good. Outlooks for next season are good.

CHASE NURSERY CO.

J. K. Williamson and others have incorporated the Hudson Nurseries, \$5,000, at Palm Beach, Fla.

Sales Very Brisk

Newark, N. Y., March 14—Total business for the year ahead of last year at this time. Sales very brisk. Analysis of orders coming in at this time indicate good business being enjoyed by all lines, agency houses, mail order and local. Individual orders smaller than last year, but there are more of them.

With a fair break in weather conditions generally, spring season should be a very successful one. Find fruit trees and small fruits rather slow; but active demands for rose bushes, evergreens and shrubs, also perennials.

Looks like the "Outdoor Living Room Idea" is taking hold.

JACKSON & PERKINS CO.
Paul Fortmiller, Secretary

Weather Favorable in Shenandoah

Shenandoah, Ia., March 24—We have had very favorable weather conditions here at Shenandoah for the handling of our shipping this spring. The frost went out of the ground early and we were able to do considerable digging in February. We have had but little bad weather so far and, consequently, we have not been kept out of the field to any extent on this account.

We are well along with our shipping and have done considerable more planting than usual at this time of the year.

We have been fortunate in having cool spells along which is holding back the season and ought to give us a good long period of selling and shipping.

SHENANDOAH NURSERIES
R. S. Lake, Secy.-Treas.

All That Could Be Expected

Framingham, Mass., March 21—Business in this section seems to be all that could be expected, and in fact much more than many Nurserymen have expected.

Of course there is a surplus in easily grown items, and considerable competition in these lines. But there is no surplus of good Nursery stock, and very little, if any, surplus of the better grades of the ordinary kinds of stock.

Even in this period of surplus and high competition we find that people are eager to pay a fair price for a well-grown plant.

I am still of the opinion that, as far as this general territory is concerned, the so-called general depression will have very little effect on our business. In fact all indications point to a record business.

FRAMINGHAM NURSERIES
R. M. Wyman

Going After Bigger Business

West Grove, Pa., March 14—First half of March is closing over 25% increase over same period of either of the last two years.

We're going after bigger business.

CONARD-PYLE CO.

Large Orders Coming In

J. B. Baker, Fort Worth, Tex., reports large orders coming in regularly during this spring, especially for Chinese elm in which his Nursery specializes, some 10,000 of the larger sizes having been sold up to the second week in February.

Extremes in the Pecan Industry

By D. F. Moore, Bend, Tex.

The pecan industry is traveling the road of all new industries; the less we know the more we think we know; which leads to extreme, impractical ideas that disgust many good business men who have not had the time nor chance to post themselves concerning the new industry.

In my opinion, the best-posted men on the pecan industry today are the pecan Nurserymen of the southern states where the pecan is native. These men have learned enough to see a great future for the pecan industry. A few of these Nurserymen whom I am unacquainted with have been able almost to convince the public that black is white, but have completely failed to convince their friends and nearest neighbors that there is much to the pecan industry.

The best way to my mind to interest the unconcerned is when you begin to make a little money out of improving or developing a pecan orchard instead of putting in so much time trying to get others to go into the business. Use the time for developing your own orchard; and when one wishes to borrow some money from you or wants you to go on his note, tell him, with an "I told you" expression, that if he had a good pecan orchard you would be glad to accommodate him. Good business men are not often interested about what you say about yourself; it's what your friends and neighbors say.

One serious mistake the Nurserymen are making is that, having found that quick and heavy production appeals to more people than anything else, they have budded thousands and thousands of extremes, such as Alexander, Halbert, Kincaid, Clark and Morris. These trees all bear in from one to three years, but they are slow growers and are soon weakened by extreme production; and loss of vitality makes the pecan and tree both a failure.

There is more depending on the successful foundation of a pecan orchard than getting a few nuts the first, second or third years. I have all of these quick-bearing varieties on my place and I also have Hollis, Millican and Burkett, a little slow to bear but vigorous growers. A few of these trees did not bear any pecans until they were seven years old, but on account of growth bore more pounds of nuts than any of the quick-bearing varieties some of which had borne four and five crops at the same age.

This article is for the western part of the pecan belt concerning varieties; a section of country I know so well that I can tell you how far to town and what road to take.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSEYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSEYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

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ADVERTISING RATES on Application
Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., APRIL 1, 1930

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes—cut rates, "clubbing," premiums and deferred payments never being employed.

The Mirror of the Trade

OBSERVE THESE RULES

Trade associations, by observing the "rules of the road," can contribute materially to the promotion of better management in business, declared Dr. Hugh P. Baker, manager of the Trade Association Department of the Chamber of Commerce of the United States in an address before the National Management Congress in Chicago March 3.

The rules under which trade associations can operate most effectively, he said, have been rather generally defined today; continuing:

"Under our anti-trust legislation, made up of the Sherman Act, the Clayton Act and the Organic Act of the Federal Trade Commission, there are three rules in particular which must be observed. Business men in their associations or out, so far as that is concerned, cannot get together and agree as to the price of their commodity or service. If we were to examine critically agreements for price fixing which have in the past been declared by the courts to be illegal, it would seem more than evident that it is not only illegal to fix prices but it is uneconomic and it never works for any length of time. Members of an association cannot agree to restrict production nor can they allocate or divide sales territory. These three rules must be observed by associations both in letter and spirit.

"There are other rules which must be observed as certain association activities are carried on. If a trade association is operating a credit bureau it cannot set up a black list and distribute it promiscuously. If it is developing uniform cost procedure among its membership, an activity of very great importance, the members cannot agree as to the average cost of their commodity or service.

If the association is developing facts as to the industry and presenting these facts in statistical form, which again is one of the most constructive things that can be carried on by an association, it must be careful to give these facts out as facts and not attempt to interpret their meaning for the membership. While the average association is much more concerned with what it can do rather than with what it cannot do, nevertheless the rules of the road which the association must travel should be most carefully observed."

Saxifrages—That special interest in rock garden plants, noticeable of late, extends to England is shown by receipts in this office of the first part of an article on saxifrages by E. T. Ellis, F. J. I., author and journalist editor of Black's Gardening Dictionary. Weetwood, Ecclesall, Sheffield, England. In view of the present demand for plants of this kind, readers of American Nurseryman should know that Bailey's Standard Encyclopedia of Horticulture has 42 columns on the saxifrages with a full page plate and nine illustrations in the text.

"Five Years' Results with Fertilizers in Three Hudson River Valley Apple Orchards" is the title of a recent publication prepared by H. B. Tukey and L. C. Anderson, N. Y. Expt. Sta., Geneva, reporting the results of their experiments to date.

ADEQUATE DESCRIPTION

Says Josiah J. Hazen, President Neosho, Mo., Nurseries Co.:

"One of the greatest obstacles with which the conscientious Nurseryman has to contend is the difficulty of describing his products.

"As a result the buying public are able to compare prices only. For instance, we retail 2-yr. apple trees 9/16 to 11/16 in., 4 to 6 ft., at 50c, whereas if we graded by height alone we can furnish in some varieties a 4 to 6-ft. tree (5/16 in. in diameter) for 30c. We list California Privet 18x24 in. with 3 canes or more, but if we omitted the number of canes we could make a lower price. Lack of adequate description of our goods invites competition from Tom, Dick and Harry. We know of one would-be Nurseryman who hauled his apple trees eight miles with no covering over the trees. He didn't care then and doesn't care now, since he is in another business."

PEA SHRUB FOR FOREST

Caragana is listed as among the productions of the Nursery of the Forestry School of the Montana State University "for shelter belt purposes for ranchers in Montana." Just what ornamental shrubs chiefly grown for their bright yellow flowers, (some species being used for hedges) have to do with replenishing the timber supply of the country remains to be seen. Also it is to be noted that green ash, Chinese elm and box elder, grown in the Montana Forestry School Nursery differ materially from the kinds of trees grown in eastern State Nurseries.

NUT CULTURE OPPORTUNITIES

Secretary A. C. Culby, of the Northern Nut Growers Association in an address before the Illinois Nurserymen's Association directed attention to latent possibilities in edible nut culture. "There is a fine opportunity," said he, "for young men to begin to lay the foundation for the growing of the best nuts in the country. New developments in grafting and propagating make it very much less difficult and less expensive to propagate nuts than was the case a few years ago."

Particular mention was made of the Northern Nut Growers Association exhibit of nuts grown in the central states, at the Chicago Stadium Flower Show next month. Nuts for exhibit should be sent to Prof. Colby, Urbana, Ill.

Prof. Colby is using Castanea mollissima (fairly resistant to blight) with some of Robert Endicott's Boone trees in southern Illinois to procure seedling chestnut trees which may be more resistant to blight than is the Boone.

Chief Deputy State Entomologist George M. List, Colorado Agl. College, says: "Most Nurserymen have been quick to appreciate the importance of their relationship to the public and make pest control in their Nurseries a vital part of their growing operations.

"As a rule, real high-grade Nursery stock does not reach the bargain counter. The growing and handling of such stock is a specialty."—Bulletin to the Public.

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value.

An Important Pacific Coast Event In Frisco

Association's Annual Convention Immediately Preceding Minneapolis Rendezvous of A. A. N. in July—Secretary Tonneson's Preliminary Announcement Outlining Events

KEY NOTE: ORDERLY PRODUCTION TO GIVE MARKET DEVELOPMENT

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J. Feser, Portland, Ore.
Chas. W. Howard, Hemet, Calif.
Chas. L. Trotter, Vancouver, B. C.

MEMBERSHIP

A. H. Steinmets, Portland, Ore.
D. T. Chenoweth, Beverly Hills, Cal.
W. C. Thompson, Tacoma, Wash.
J. G. Vorse, Salt Lake City, Utah
Chas. T. Hawkes, Caldwell, Idaho

RECEPTION

R. D. Hartman, San Jose, Calif.
B. E. Amyx, Niles, Calif.
H. A. Hyde, Watsonville, Calif.



C. A. TONNESON, Executive Secretary
BURTON, WASHINGTON

CONVENTION JULY 8-11, 1930

Sir Francis Drake Hotel, San Francisco, Cal.

Fellow Nurserymen:

The Executive and Reception Committees, after due reconsideration as to places, have unanimously selected San Francisco, Cal., for the Convention, date July 8 to 11, 1930. Headquarters Hotel Sir Francis Drake, Sutter and Powell Streets.

Continuation of Orderly Production in Connection with Market Development, regarded in fair ratio of supply and demand with quality distinctions to be readily comprehended by the buying public will be the keynote of this convention. Carefully conducted surveys serve to indicate that the majority of Nurserymen on the Pacific Coast fully realize, more than ever, that to maintain stability, afford a fair measure of profit commensurate with means and efforts bestowed, it is necessary to establish quality standards as a primary essential, otherwise excessive quantities of inferior quality products serve to undermine fair profit margins, tending to general demoralization of market values and nullify further efforts for market development.

The Executive Committee urges, and there is evidence of continuance to maintain, a fair ratio of supply with the demand in prospect, to keep propagating lists at same range as in practice the past two years.

In ornamental planting improvements, the civic and extension service organizations have increased rapidly the past five years, are becoming shoppers at bargain counters, largely for the reason quality standards were not definitely indicated.

Each state vice-president, in his report, is requested to give his views on how best to maintain the practice now fairly well established, and to point out improvements which ought to be made in Nursery business practices, both in local and interstate shipping. Also give detail observation regarding adherence to, or disregard for, grade specifications established. Members from each state are urged to come prepared to express their views on the topics introduced by their respective vice-presidents, and any other matters deemed essentially important.

The Educational, Development, Marketing Committee is requested to report on the question of why and how the public should become posted on intrinsic values as determined by grades for each of the different varieties, particularly in ornamental Nursery products. That topic is a fundamental factor to afford general satisfaction to both growers and planters, which will require some expense to become effective and Nurserymen generally should give careful consideration and be prepared to give opinions regarding the question.

The President has appointed a committee to report on the question pro and con of cooperative selling, whether or not practical under certain conditions, at this time. An Exchange was organized at Seattle, early this year, and results thus far made will be noted with interest.

The various other committees, as above indicated, will report on observations and progress made during the past year, make recommendations for such other measures as deemed advisable. All members are requested to consider carefully any question

Burton, Wash., March 13th, 1930

or problem which may appear important for consideration to come before the convention, write to the Secretary to be referred to the program committee.

Committee members are requested to meet at Hotel Sir Francis Drake on Monday evening, July 7. Convention will be called to order Tuesday, 9 a. m. for registration, then recess for a bus trip to the famous Golden Gate Park. This will be a pleasing and instructive event affording opportunity for introductions and the friendly clasp essential for enjoyable convention proceedings. The first business session will be called Tuesday at 2 p. m. and final session close on Thursday p. m. On Friday, members of the Association will be guests at a barbecue to be given by the California Nursery Co. at Niles. The completed program will be mailed to members in time before starting for the convention.

Practical talks will be given by men of business affairs. Nurserymen throughout the Pacific Coast districts have expressed much enthusiasm in anticipation of attendance at this convention believing it can be made most practical for far reaching beneficial results. Indications are attendance will be large, all parts of association territory well represented with the idea to serve for action in adoption of measures definitely beneficial and progressive.

C. A. TONNESON, Executive Secy.
Pacific Coast Association of Nurserymen
For the executive Committee:

George C. Roeding, Jr., President, J. A. Armstrong, J. E. Bergtholdt, W. B. Clark

ARE YOU PLANNING TO BE IN MINNEAPOLIS IN JULY FOR THE ANNUAL CONVENTION OF THE AMERICAN ASSOCIATION?

Interesting Reports on the National Campaign And a Program Full of Lively Trade Topics
REMEMBER THE DATES: JULY 15-17, AT THE HOTEL NICOLLET

Wisconsin Retail Nurserymen's Association

The Wisconsin Nurserymen's Association convened at the Hotel Medford, Milwaukee, Wisconsin, on Feb. 27. The meeting was the largest attended and the most successful ever held by Wisconsin Nurserymen, President Chas. H. Hawks, Jr., Hawks Nursery Co., Wauwatosa, in a practical address pointed out the value of such an organization as this to cope with problems of the time.

State Entomologist E. L. Chambers spoke on "Some Costly Nursery Pests and their Control." Huron Smith, curator of botany, Milwaukee Public Museum, read a paper on "Native Trees and Shrubs of Wisconsin."

Thomas Pinney, Evergreen Nursery Co., Sturgeon Bay, discussed the "State Nursery

Problem" and from facts he presented after receiving authentic information from state foresters from practically every state in the Union, more forests are being destroyed each year by fire than the conservation departments of all states are able to replant with seedlings. The speaker plainly noted the fact that adequate fire control and preservation of existing forests should have the financial backing of the people instead of expending large sums in further development of State Nurseries and the production of large quantities of seedlings to eventually become the fuel for future forest fires. A greater portion of cut-over land would reforest itself if only protected from the ravages of forest fires each year.

F. C. Edwards, Coe, Converse & Edwards Co., Fort Atkinson, one of the oldest and most experienced members of the Association gave substantial facts relating to "The Cost of Good Nursery Stock".

"Any Nurseryman who intends honestly and efficiently to serve his patrons with select quality stock, back it up by a substantial replacement and service guaranty cannot sell his stock too cheap and hope to come out with a balance to the credit side of his ledger" is Mr. Edward's experience in the Nursery business. From the fact that so few people who buy Nursery stock are acquainted with grades, many have been misled in the purchase of cheap stock without thinking that the quality and service furnished are two important factors which build up the cost of good Nursery stock when bought from a reputable firm.

"Apple Sauce and Bittersweet" was the subject of N. A. Rasmussen, Rasmussen Nursery and Fruit Farm, Oshkosh. In his talk he brought out the disappointment on the part of the customer who buys varieties that are not hardy to our climate. The elimination of many undesirable varieties offered by Nurserymen was touched upon and received the support of the members. Standardization of varieties in our line can be carried out the same as in other lines of industry with profit to the Nurseryman and more satisfaction to the planter was Mr. Rasmussen's contention.

At the banquet H. J. Rahmlow, secretary of Wisconsin Horticultural Society spoke of the value of cooperation on the part of the Nurserymen with his society, the official horticultural organization of the state.

At the close of the meeting the following officers were elected to serve the Wisconsin Nurserymen's Association for the ensuing year.

These officers were elected: President, E. H. Niles, White Elm Nursery Co., Hartland; vice-president, L. J. Baker, Baker Nursery & Seed Co., Fond du Lac; secretary-treasurer, M. C. Hepler, The North Star Nursery Co., Pardeeville; Executive committee: For 3 years, Charles H. Hawks, Jr., Hawks Nursery Company, Wauwatosa. Milwaukee was chosen as the next year's meeting place.

M. C. HEPLER, Secretary

For the Forest Service

More than 100 students are enrolled this year in the Montana School of Forestry. These men are given nine months college work annually, and during the summer vacation are employed by the federal and state forest service, and with big lumbering interests.

Due to lack of funds work on the 1500 acre model forest, in the vicinity of the state university campus has been temporarily halted.

Dean Tom Spaulding has just closed a successful short course, offered to ranchers, loggers and road construction men. There were 126 in attendance.

Paraffin Coating—In a recent issue the Rural New Yorker described and illustrated the plan of coating throughout newly planted Nursery trees with paraffin. This process devised by Prof. J. A. Neilson, Michigan State College, was fully described by him in the *American Nurseryman* last year.



GOOD BUYS

from

KELSEY NURSERY SERVICE

SPECIALIST
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BARGAINS
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Every One Extra Value!

Are you in the market? Then it's worth while using the long distance phone. All are Eastern grown—mostly New England stock—is as good as we ever handled—healthy, clean—a splendid buy in every way.

Promptness on your part means profit and satisfaction.

RED PINE (Pinus Resinosa)

Succeeds on most any soil and practically insect-proof.

	100	1000
12 to 18 inches	\$10.00	\$80.00
Once transplanted		

SCOTCH PINE (True Riga Variety)

Develops a clean, straight trunk and an evenly balanced head. Has all the good points of common pines and none of the bad.

	100	1000
12 to 18 inch	\$ 8.00	\$60.00
Once transplanted		
18 to 24 inch	10.00	80.00
Once transplanted		

HEMLOCK (Tsuga Canadensis)

A sturdy healthy lot—we're proud of them. You're 100% safe on these. Absolutely Nursery grown from seed.

	100	1000
4 to 8 inch	\$10.00	\$60.00
Once transplanted (1929) 3 years old (2-1)		

Hundreds of other magnetic prices in our big list that will attract you. Get your copy? If not, write at once—compare prices—then you'll order. A postal will do.

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50 Church Street

New York

FRUIT AND FLOWER CLUB OF WESTERN NEW YORK

C. M. Henion, Rochester, N. Y., Secy.

Several years ago the Fruit and Flower Club of Western New York was formed among the correspondents handling retail Nursery sales in Western New York.

The idea was to promote good feeling and cooperation among the various Nursery companies and to develop policies for the improvement of the business in general. At the present time there are about sixty members representing 37 Nursery companies in Newark, Lyons, Geneva, Rochester and one or two in Connecticut. John Watson, of the E. D. Smith & Sons, Ltd., of Winona, Canada, is also a member.

Meetings are held at the various cities every other month. The next meeting is planned for Newark, N. Y., April 17th at the Newark Nite Club. J. C. Hoste, of the Fruit Growers Nurseries, Newark, is chairman of the meeting.

The present officers are: President, Fred T. Burke, Purtell-Burke Nurseries, Roches-

ter, N. Y.; secretary-treasurer, Charles M. Henion, Chase Brothers Company, Rochester, N. Y.



C. M. HENION, Secretary
Fruit and Flower Club of W. N. Y.

AMERICAN NURSERYMAN should be regularly on your desk. A business aid bristling with exclusive trade news. Absolutely independent.

The Men Wouldn't Have Her

When Marian Coffin graduated from college she had determined to be a landscape architect, but when she went from office to office to get a foothold, architects would not have her because they did not want a woman.

"I remember," she said, "one very well-known man saying to me: 'Why, you'd have to go out and boss the men on the job,' leaving the implication to be taken for granted that of course the men wouldn't stand for that and that a woman wouldn't be able to do it anyway!"

So she went into business for herself and now has an attractive office in New York City. Incidentally she is causing business for Nurserymen.

Westchester, N. Y., Nurserymen's Assn.

—Nine member firms were represented at the recent meeting of the Westchester County, N. Y., Nurserymen's Association, [A. N. March 15, p. 140] in New Rochelle, N. Y., at which these officers were elected: President, William Wylie Troy, New Rochelle; vice-president, Fred Jenkins, Rye; treasurer, Edward W. Newbrand, Tarrytown; secretary, James L. Hickok, Mount Vernon. Next meeting will be in White Plains early this month.

PEAT MOSS

Quality is our first, last and constant consideration. Your own experience will prove the quantity and price is right.

ATKINS & DURBROW, Inc.,
29-A Burling Slip,
New York, N. Y.

Play safe! Specify GPM

Colorado Blue Spruce

We offer for Spring Delivery

COLORADO BLUE SPRUCE (*Picea pungens*)

WHITE FIR (*Abies Concolor*)

DOUGLAS FIR (*Pseudotsuga-douglasi*)

Sizes from one foot to four feet. Balled and Burlapped in car load lots; also seedlings of Blue Spruce, not balled.

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PREFERRED POSITION ADVERTISING

Choice spaces available. Attractive terms. Write. Twice a Month Publication at the Single Rate. Chief Exponent of the Trade—"American Nurseryman".

YOUR BUSINESS ANNOUNCEMENT THE YEAR AROUND IN

The Mirror of the Trade

AMERICAN NURSERYMAN

Read from Cover to Cover

Will protect your interests in a medium used regularly by competitors and you need give the matter no further thought knowing that your sign is displayed day and night from coast to coast as Nurserymen repeatedly turn these pages in reference.

\$2.50 per column-wide inch per month (TWO INSERTIONS) under yearly term.

Forms close: 10th and 25th

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P. O. Box 124, Rochester, N. Y.

"HARDY NEW ENGLAND GROWN, BEST BY TEST"

KELSEY-HIGHLANDS NURSERY

OFFER FOR APRIL ONLY

JUNIPERUS COMMUNIS DEPRESSA, Prostrate Juniper		1000	
500—12-18 in. Twice Transplanted, B&B	\$ 60.00	\$ 600.00	
200—18-24 in. Twice Transplanted, B&B	100.00		
JUNIPERUS VIRGINIANA, Redcedar		90.00	
1,500—18-24 in. Twice Transplanted, B&B	90.00	800.00	
1,500—2-3 ft. Thrice Transplanted, B&B	120.00	1,080.00	
LARIX DAHURICA, Dahurian Larch		12.00	
800—9-12 in. Transplanted	12.00	105.00	
1,800—1-2 ft. Transplanted	18.00	160.00	
1,000—1-2 ft. Twice Transplanted	20.00	180.00	
500—2-3 ft. Twice Transplanted, B&B	65.00	580.00	
200—3-4 ft. Twice Transplanted, B&B	90.00		
LARIX LEPTOLEPIS, Japanese Larch		25.00	
1,000—1-2 ft. Twice Transplanted	25.00	220.00	
1,200—2-3 ft. Twice Transplanted, B&B	50.00	450.00	
MALUS CORONARIA, Wild Sweet Crab		35.00	
1,000—2-3 ft. Transplanted	35.00	310.00	
1,200—3-4 ft. Transplanted	40.00	350.00	
1,000—4-5 ft. Transplanted	50.00	450.00	
400—5-6 ft. Transplanted	80.00		
MALUS FLORIBUNDA, Japanese Flowering Crab		35.00	
400—2-3 ft. Transplanted	35.00	350.00	
1,000—3-4 ft. Transplanted	40.00	350.00	
500—4-5 ft. Transplanted	50.00	450.00	
300—5-6 ft. Transplanted	80.00		
MALUS NIEDZWETZKYANA, Redvein Crab		40.00	
800—3-4 ft. Transplanted	40.00	350.00	
1,000—4-5 ft. Transplanted	50.00	450.00	
300—5-6 ft. Transplanted	80.00		
PINUS MONTANA MUGHUS, Mugho Pine		3.00	
5,000—3-6 in. Transplanted	3.00	27.00	
2,500—3-6 in. Twice Transplanted	8.00	72.00	
10,000—6-9 in. Transplanted	5.00	45.00	
5,000—6-9 in. Twice Transplanted	10.00	90.00	
15,000—9-12 in. Transplanted	10.00	90.00	
10,000—9-12 in. Twice Transplanted	45.00	405.00	
2,500—12-18 in. Twice Transplanted, B&B	100.00	900.00	
1,000—18-24 in. Twice Transplanted, B&B	215.00	1,900.00	
PINUS NIGRA, Austrian Pine		40.00	
2,500—12-18 in. Twice Transplanted	40.00	350.00	
2,000—18-24 in. Twice Transplanted, B&B	100.00	900.00	
1,000—2-3 ft. B&B	200.00	1,800.00	
PINUS SYLVESTRIS, Scotch Pine		40.00	
2,000—18-24 in. Twice Transplanted, B&B	40.00	350.00	
2,500—2-3 ft. Twice Transplanted, B&B	60.00	500.00	
1,500—2-3 ft. Thrice Transplanted, B&B	80.00	710.00	
PRUNUS TOMENTOSA, Nanking Cherry		6.00	
1,200—6-12 in. Transplanted	6.00	50.00	
2,500—1-2 ft. Transplanted	15.00	135.00	
2,000—2-3 ft. Transplanted	30.00	240.00	
300—3-4 ft. Transplanted	45.00		
SORBUS AUCUPARIA, European Mountainash		15.00	
500—3-4 ft.	15.00	135.00	
2,000—4-5 ft.	20.00	180.00	
1,500—5-6 ft.	30.00	240.00	
2,000—6-8 ft.	50.00	450.00	
100—8-10 ft.	80.00		
VIBURNUM DENTATUM, Arrowwood		15.00	
500—1-2 ft. Transplanted	15.00	135.00	
1,500—2-3 ft. Transplanted, Light Clumps	25.00	220.00	
500—3-4 ft. Transplanted, Clumps	35.00	310.00	

Not less than 50 at 100 rate. 500 at 1000 rate. No packing charge. Hundreds of thousands of finest and rarest evergreens.

Send for SPECIAL TRADE LIST NUMBER 4.

—WE ARE SHIPPING NOW—

HARLAN P. KELSEY

Kelsey-Highlands Nursery, East Foxford, Massachusetts

AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

William Weber, H. J. Weber & Sons Nursery Co., Affton, Mo., has the following advice from railroad representatives in regard to arrangements for group trips to American Association of Nurserymen convention in Minneapolis in July:

"In accordance with conversation yesterday, Lou Fehlber of the Wabash and myself are lining up special sleepers to be operated account this meeting on following schedule from St. Louis, for the exclusive use of your party:

"Lv. St. Louis, Wabash, 'Banner Blue', 12:20 p. m., July 13, Ar. Chicago, Wabash, 'Banner Blue', 6:50 p. m., July 13th; Lv. Chicago, Burlington, 'Empire Builder', 9:00 p. m., July 13, Ar. Minneapolis, Burlington, 'Empire Builder', 9:00 a. m., July 14.

"On arrival at Wabash (Dearborn) Station, Chicago, passengers will leave all baggage, etc., in sleepers while they use auto transfer (coupon included in tickets) to Union Station where arrangements will be made beforehand for table d'hote dinner. Special dining room, if size of party warrants, can be arranged. In the meantime your sleepers will be switched to the Union Station and will be awaiting your occupancy, about 8:30 p. m.

"Round trip summer tourist tickets will be available at rate of \$30.45 with final return limit of October 31st. Any who might want to continue west from Minneapolis to Yellowstone Park, Chicago, Pacific Northwest or California will find rates ap-



GATEWAY INFORMATION BUREAU, Minneapolis, Minn.

plicable via Chicago and this special party. Stopovers permitted anywhere en route. Lower berth to Minneapolis \$5.63; upper \$4.50; Drawing Room \$21.00.

"The undersigned, Mr. Fehlber to Chicago and Mr. Sudhoff thence to Minneapolis, will escort party to see that everything is handled in accordance with arrangements made.

"Those coming from points where rates and service are applicable direct via Chicago can join party at Chicago, securing space in these or in sleepers to be added at Chicago.

"If and when any further information is desired please feel at liberty to call on either of us.

"C. P. A. BURLINGTON ROUTE

"A. G. Sudhoff

"C. P. A. WABASH RAILWAY

"L. C. Wehlber"

Roy F. Wilcox Expansion

Roy F. Wilcox & Co., wholesale Nurserymen of Montebello, Cal., have purchased 60 acres of land in La Habra Valley from the General Petroleum Corporation. The land will be immediately developed and used in connection with the present Nursery at Montebello.

The company went west in 1919 from Council Bluffs, Ia. The business is declared the largest of its kind in the United States. It grows specialized decorative plants for indoor use. The outstanding specialty being the Kentia palm, used exclusively for indoor decoration. Most of the products are those which were formerly imported from Belgium, Holland and France. They are shipped in carload lots to the representatives all over the United States.

Mr. Wilcox, formerly president of the California Association of Nurserymen, states that the company is looking forward to establishing its main headquarters in La Habra.

LOW PRICES

Privet

PRICES FOR IMMEDIATE ACCEPTANCE

To move a block of 250,000 California Privet quickly we offer to the trade as follows:

12/18 inches, 3 branches and up.....	\$12.50 per 1000	\$100.00 per 10,000
18/24 inches, 4 branches and up.....	15.00 per 1000	140.00 per 10,000
2/3 feet, 4 branches and up.....	22.50 per 1000	200.00 per 10,000

These Privet were cut back at one year and are especially well branched. Samples on request.

Evergreens

10,000 AMERICAN PYRAMIDAL ARBORVITAE			
10/12 inch, roots puddled.....	\$25.00 per 100	18/24 inch, B&B.....	\$55.00 per 100
12/15 inch, roots puddled.....	35.00 per 100	24/30 inch, B&B.....	85.00 per 100
15/18 inch, roots puddled.....	40.00 per 100	2 1/3 feet, B&B.....	110.00 per 100

WE OFFER 100,000 ASSORTED EVERGREENS IN DIFFERENT GRADES

AT EXCEPTIONALLY LOW PRICES

Lining Out Evergreens & Evergreen Shrubs

100,000 ASSORTED VARIETIES FROM 2 1/2 INCH POTS FOR APRIL, MAY DELIVERY.

WRITE FOR LIST OF VARIETIES AND PRICES

Washington Rust Proof Asparagus

True strain, 2 yr. No. 1 roots with many crowns.

All Washington varieties.....	\$6.00 per 1000	\$57.50 per 10,000
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Orders for above stock filled in rotation, as accepted. No orders filled at the above prices when list as specified above is exhausted

WESTMINSTER NURSERIES

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GOOD PRUNING

means better trees and better fruit. It is easy to do good work with the BARTLETT COMPOUND LEVER PRUNERS. Used and endorsed by experts. We make a complete line of Pruning instruments, shears, saws, trimmers, etc. Write for free illustrated catalogue.

BARTLETT MANUFACTURING CO.
Box 6, 3003 E. Grand Blvd., Detroit, Mich.

Mastodon Strawberry Plants, 12.00 per M; Aroma, Klondyke, Gandy, Lady Thompson, Michaels Early, Dunlap, Dr. Burrell, Missionary, etc., at \$4.00 per M. 25% discount for cash with order, while they last. 15% if 25% accompanies order. Strawberry plants are short crop and soon will be sold out.

UNITED STATES NURSERIES
LINWOOD STATION, DETROIT, MICH

EVERGREENS

	Per 25	Per 100
Rhododendrons, 2 to 3 ft.	\$11.00	\$35.00
Select Clumps, 2 to 3 ft.	22.50	70.00
Seedlings, 5 to 18 inches		12.00
Kalmia Latifolia, Clps, 2 to 3 ft.	22.50	70.00
Canada Hemlock, 2 to 4 ft.	15.00	55.00

Write for carload prices.

Appalachian Evergreen Co.

Box 30 DOEVILLE, TENN.

RHODODENDRON and LAUREL

FOR SALE—1 to 6 ft. in height.

L. A. MAYNARD

35 Atlantic St., Union City, Pa.

AMERICAN NURSERYMAN, published semi-monthly, three years \$6.00, 12 months \$2.50, Canada and abroad 50c per year extra.

EVERGREENS

Norway Spruce. Seedlings

	Per 100	Per 1000
4 to 6 inches.....	\$1.00	\$ 6.00
6 to 8 inches.....	1.50	10.00
8 to 12 inches.....	2.50	20.00

Norway Spruce. Once transplanted

6 to 19 inches.....	\$2.50	\$20.00
10 to 12 inches.....	3.50	30.00
12 to 15 inches.....	5.00	45.00

Norway Spruce.

Twice transplanted, stocky trees

8 to 12 inches.....	\$ 7.00	\$ 60.00
12 to 15 inches.....	10.00	90.00
15 to 20 inches.....	15.00	140.00

Arbor-Vitae, American

Once transplanted

6 to 12 inches.....	\$6.00	\$50.00
12 to 18 inches.....	8.50	75.00

Samples, each variety and size, 10c. Boxing and packing free of charge.

CHAS. F. UECKE

New London,

Wisconsin

LINING OUT EVERGREENS OUR SPECIALTY

Did you get our Spring Bulletin No. 2? If not, a card will bring it.

EVERGREEN NURSERY CO.

Established 1864 Sturgeon Bay, Wis.

WESTCOTT NURSERY CO.

Falls Church, Va.

400 Acres of

EVERGREENS, SHRUBS, TREES

Write for Price List

THIS SPACE

\$1.40 Per Issue

Under Yearly Term \$1.25

We Offer--

Cherry, 1 and 2 years

Apple, 2 years, all grades

Peach, mostly lighter grades

Pear, 1 and 2 years

Shade and Ornamental Trees

Apple and Pear Seedlings

Forest Tree Seedlings

Apple Grafts, Whole and Piece Root.

We have an unusually fine stock of **Hydrangea Paniculata Grandiflora**, 2 to 3 feet, and 18 to 24 inches. No mixtures. They have been grown to stakes and are straight and nice to handle.

Have a large supply of **Spirea Vanhoutte**, 3 to 4 feet and smaller. All choice plants.

Amoor River Privet, all grades.

Let us price your wants in any of the above.

J. H. SKINNER & CO.
TOPEKA, KANSAS

SCARFF'S NURSERY
Headquarters for
Small Fruit Plants
And Lining Out Stock
Grown In the Heart of Ohio

Berry Plants — Ornamentals
Evergreens — Garden Roots
VIKING — VAN FLEET — ST. REGIS
LATHAM RED RASPBERRIES

KOLKWITZIA AMABILIS
KOREAN SPIREA—RED BARBERRY
in Lining Out Sizes

Send for Wholesale Price List
W. N. SCARFF'S SONS
NEW CARLISLE, OHIO

SPECIALTIES—Small Fruit Plants
Grape Vines, Currant, Gooseberry, Red
and Black Raspberry suckers and Trans.
Strawberry, Rhubarb, Asparagus.

L. J. Rambo's Wholesale Nursery
Bridgman, Michigan

WATER LILIES

BUSKIRK'S

Independence Nurseries Company
INDEPENDENCE, OHIO

A Surplus List in April

tells more truth, of stock unsold, than a dozen catalogs. We want your Surplus Lists at once, please.

GOBLES NURSERIES
GOBLES, MICHIGAN

Overhead Irrigation

Get our prices now on auto-overhead irrigation systems. Send for Free Book.

WHITESHOWERS, Inc.
6458 Dubois St.,
Detroit, Mich.

AMERICAN NURSERYMAN, Chief Exponent,
twice a month \$2.50 per year. Three years, \$6.
Canada, abroad, 50c extra per year.



Write for Our Wholesale Prices

Good Values in Small Sizes

AMERICAN ARBORVITÆ

(*Thuja occidentalis*)

Good tops and roots. See illustration.

Quan.	Grade	Size	100	1000
1,000	TT.	3-4 ft.	\$60.00	\$550.00
5,000	TT.	2-3 ft.	45.00	400.00
5,000	TT.	18-24 in.	30.00	280.00
5,000	TT.	12-18 in.	20.00	180.00
5,000	TT.	8-12 in.	15.00	120.00
1,000	T.	8-12 in.	6.00	50.00
3,000	T.	4-6 in.	5.00	40.00
40,000	S.	8-12 in.	2.50	10.00
100,000	S.	4-8 in.	2.00	8.00

Bed run of seedlings, above, ungraded in 4-12 inch sizes, special at \$9.00 per 1000.

COLORADO SPRUCE (*Picea pungens*)

From Blue Spruce Seed. A good proportion of these are true blues. Well rooted, vigorous stock.

Quan.	Grade	Size	100	1000
25,000	T.	2-4 in.	\$ 8.00	\$ 60.00
18,000	S.	4-8 in.	3.50	25.00
17,000	S.	3-5 in.	3.00	20.00

WHITE SPRUCE (*Picea canadensis*)

A splendid lot of extra good quality transplants offered below (illustrated).

Quan.	Grade	Size	100	1000
7,000	T.	12-18 in.	\$ 7.00	\$ 60.00
7,000	T.	8-12 in.	6.00	50.00
20,000	T.	2-4 in.	3.00	25.00
5,000	S.	8-12 in.	2.50	12.00
40,000	S.	4-8 in.	2.00	8.00

Bed run, 4-12 inch S., \$9.00 per 1000.

DOUGLAS FIR (*Pseudotsuga douglasii*)

A whole big block of beautiful, vigorous, once transplanted trees like the one illustrated, priced very low this season.

Quan.	Grade	Size	100	1000
4,000	T.	12-18 in.	\$12.00	\$100.00
5,000	T.	4-12 in.	7.50	60.00
20,000	T.	4-8 in.	6.00	50.00
20,000	T.	3-6 in.	5.00	40.00

RED PINE (*Pinus resinosa*)

Quan.	Grade	Size	10	100	1000
25,000	TT.	12-18 in.	\$5.00	\$40.00	\$300.00
25,000	TT.	8-12 in.	4.00	30.00	200.00
10,000	T.	8-12 in.	7.00	60.00	
10,000	T.	4-8 in.	6.00	50.00	
10,000	S.	2-4 in.	2.00	12.00	

SCOTCH PINE (*Pinus sylvestris*)

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500	TT.	18-24 in.	30.00	200.00

(Above prices balled and burlapped extra, 10c each).

Quan.	Grade	Size	100	1000
5,000	T.	18-24 in.	\$15.00	\$100.00
10,000	T.	12-18 in.	10.00	75.00
4,500	T.	8-12 in.	6.00	50.00
25,000	T.	8-12 in.	2.00	10.00

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For Nurserymen Whose Cuttings Are Dying Off

In the Southwest, at Least, the Water Used Is a Cause—Contains Sodium Carbonate—Should Consult a Chemist—One Remedy

By E. S. Worthen, Oklahoma City, Before Oklahoma Nurserymen's Association

MANY Nurserymen who propagate are having trouble with their cuttings dying off, or at the best having a very small percentage of them rot. What mystifies most of them is the fact that the cuttings look well and callous nicely and then gradually turn black and die. They also have trouble after the cuttings are potted and even after they have been lined out in beds or in rows under irrigation. This gradual dying-off becomes a big item of expense. After careful investigation, and keeping close records over a period of several years I find that only 35 to 40 per cent of the original cuttings put in the sand ever reach maturity or marketable size.

A considerable portion of this trouble originates in the propagation beds, and no small part of it is due to fungus, improper handling, and neglect; but here in the Southwest a considerable portion is due to the water we use.

Many Nurserymen depend upon wells of varying depths for their water. This water known as sheet water contains a high percentage of alkaline salts and is generally a hard water. Most of these salts are harmful to plant life. The salt most injurious is sodium carbonate or bicarbonate of soda, which when combined with sand forms sodium silicate. This becomes very active in propagation benches, especially where heat is used under them.

Junipers are more susceptible to sodium silicate than any other group of plants. I have seen cuttings on which the callous, well formed in 18 to 20 days, turn black and slowly disintegrate and the whole cutting turn black to the surface of the sand, the tops dry up and turn brown, the whole process taking about thirty-five days. Broadleaves do not seem to be quite as susceptible; however, the weaker woods do show some attack, and the roots, unless they are potted off quickly, turn brown and die back to the stem.

Members of the Roseacea group, which includes pyracantha and cotoneaster kill within ten to twenty days when sodium silicate is present to any extent.

Sodium silicate does not seem to attack private cuttings or other members of the oleaceae group, and very few annuals seem to be affected by it. Biotas are attacked to

some extent, but owing to the fact that they bottom heat they fare better than the junipers.

The propagation bench is not the only place where plants suffer from attack by sodium silicate if the same water is used on the plants after they are potted; or, if used in the field for irrigation, there is an additional loss and the root system on the plants surviving is greatly impaired.

Some years ago several oil wells were started at Lawton, Okla., and after reaching a depth of 1400 to 1700 feet a heavy flow of artesian water was found. It was decided to use this water for flood irrigation. The first year the crops did well; the second year, not so good; and the third year they were a total loss. Investigation showed that the water used contained about nineteen grains of sodium carbonate to the gallon. The soil being of a sandy nature was attacked and formed sodium silicate which collected in the soil, attacking anything planted upon it. Therefore, the whole investment became a total liability which could have been avoided had a careful analysis been made at the start.

Nurserymen using water from wells should have an analysis made to determine the amount of sodium carbonate present. This will vary considerably during an extreme drouth or very wet spell.

Many are of the opinion that aeration will correct this condition, but this is not so; for when you have a highly alkaline water with the bicarbonate of soda present the more you aerate the more active you render the carbonate for the formation of silicate of soda.

There are several methods used to treat the water. You can precipitate the sodium carbonate by the application of calcium chloride. This forms sodium chloride, or common salt, which stays in solution in the water, and calcium carbonate which is precipitated and can either be settled out or filtered out. In this way the water can be relieved of all sodium carbonate.

I believe any Nurseryman who is attempting propagation will do well to consult a reliable chemist, and follow his advice in the treatment of the water he uses.

Most of us have been inclined to use the

"hit and miss" method, taking our losses with a smile and leaving it to the condition of the wood, or other causes. We did not fully understand, consequently we continue to grope in the dark and hope for better results next year.

Obituary

Miss Laura B. Dawson

Miss Laura Blanchard Dawson, daughter of the late Jackson Dawson, superintendent of Arnold Arboretum from 1873 until his death in 1916, died last month in her 49th year, at the Framingham, Mass., Hospital.

Since her graduation from Radcliffe College in 1903, Miss Dawson had been an instructor in horticulture at the Lowthorpe School of Agriculture, Groton, Mass. She was secretary and treasurer of the Eastern Nurseries at Holliston. Her knowledge of plants was extensive and in her death America has lost one of her foremost women gardeners. Four brothers survive: James Frederick Dawson, a landscape architect at Olmsted, the landscape farm in Brookline; Henry Sargent Dawson, in charge of the Eastern Nurseries; George Walter Dawson, a professor of art at the University of Pennsylvania, and William Francis Dawson of the General Electric Company in Lynn.

Asa Daniels, Tampa, Fla., who would have been 100 years old on May 30, died March 10. He was a well-known horticulturist. He received seed and plants for experimental purposes from China, Japan, South America, Egypt and India. A star apple tree which derives its name from the marking at its base, was his pride.

The proprietor of Dodge County Nursery, Mantorville, Minn., Willis E. Fryer, died last month.

The Western Rose Company of San Francisco has leased 20 acres for a two-year period, in the Stanislaus District, from W. W. Cox, to try out raising rose bushes. Albert B. Morris, one of the heads of the company, recently visited the district and was greatly impressed with it. The company is seeking an area where it can operate about 500 acres in one holding. Water rates averaging \$25 a year was one reason for their moving from southern places where they have been operating on a smaller scale.

If a large scale establishment were created there it would mean packing sheds and spur tracks to handle shipments direct from the ranch and a payroll of about \$75,000 a year.

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Jun. Communis Depressa, 2 1/2" pots, 6-8"	9.00	
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" Chin. Pyr. Glaucus, 2 1/2" pots, 4-6"	12.00	
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" Pfitzeriana, 2 1/2" pots, 5-7"	12.00	100.00
" Pfitzeriana, once transp., 6-8"	10.00	80.00
" Pfitzeriana, once transp., 8-10"	12.00	100.00
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" Tamariscifolia, R. C., 5"	6.00	50.00
" Tamariscifolia, 2 1/2" pots, 5-7"	12.00	
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" Aurea Nana, once transp.	10.00	80.00
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Clinton		5000
Caco	300	
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Concord 2 yr. 1	5000	
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OHIO NURSERYMEN'S ASSOCIATION

G. Walter Burwell, Columbus, Secy.

Association's Publicity Representative

ONE of the activities of the Ohio Nurserymen's Association is that of publicity. This line of work was undertaken at the 1929 annual meeting. It is in charge of Harry R. O'Brien, Worthington, O., a member of the executive committee of the association. A small appropriation is made annually to cover expenses.

This publicity work consists in seeing that news stories of the meetings and activities of the association are sent to Ohio newspapers and to the trade papers. The possibilities of a speakers' bureau through which speakers on garden and Nursery topics can be supplied for programs of garden clubs and other groups is now being investigated.

Mr. O'Brien, who sees that this publicity is sent out, has been for fifteen years a writer on agricultural and garden topics. For a number of years he was in the department of agricultural journalism at Iowa State College. He left there in 1919 to become a staff writer for the Country Gentleman and has been a continuous contributor to that publication ever since. Since 1925, he has had charge of the courses in agricultural journalism at Ohio State University on a part time basis.

Observing the trend toward home beautification and a growing demand on the part of magazine editors for articles dealing with gardens, flowers and planting, Mr. O'Brien decided several years ago to specialize in this type of article. To provide himself with

first hand information, he bought a small place not far from Columbus, O., and there began a small Nursery, handling perennials only. His idea is that if he can first grow plants good enough to sell, he will know how to write about them. Then the contact with customers will give him a line on the sort of information that is needed. Through contact with the Nursery trade, he is in touch with the latest and most accurate



HARRY R. O'BRIEN, Worthington, O.

source of information as to varieties, types suitable for various sections of the country and so on.

Since he can give only part of his time to this Nursery, Mr. O'Brien calls his place Four O'Clock Garden Nursery, "Come after four, please." Thus he does all of his selling in the evenings and has his days free to write. It is, he says, the smallest Nursery in America. But people who drive out in the evenings will stop to buy plants, he finds. In 1929, his third year of selling, he had an increase of 330 per cent in sales over 1928.

During 1929, more than 25,000,000 copies of magazine articles written by Mr. O'Brien that dealt in some way with spreading the gospel of home beautification were published. This included articles in the Country Gentleman, Better Homes and Gardens, Farm Journal, Farmer's Wife, Successful Farming and other publications. He is the author of "The Dairy of a Dirt Gardener," signed Harry Doyle, that appeared in Better Homes and Gardens in 1929 and of The Roving Gardener department now appearing in that magazine.

For six months in 1928, Mr. O'Brien worked with the market development committee of the American Association of Nurserymen in laying the groundwork for some of the magazine articles that have been appearing in various magazines since then. He visited the editors of most of the leading magazines of the country and told them of the A. A. N. and of the advertising campaign that was in prospect. There are a number of writers whose articles are now appearing in magazines as a result of the contacts that Mr. O'Brien made between them and editors.

California Nurserymen Active

Pacific Coast Nurserymen are taking full advantage of the facilities for interesting home owners in constructing outdoor living rooms, as evidenced by the pages of the newspapers of California at this season. George C. Roeding, Jr., is particularly active in preparing articles for the purpose. A recent issue of the San Francisco Examiner starts its garden page with one of his articles under a display heading and uses two column illustrations of a garden plan and the finished production.

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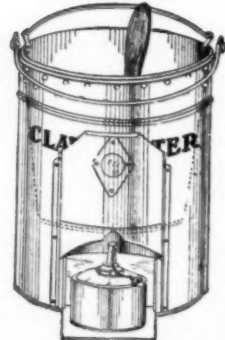
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5,000	Tea's Weeping Mulberry	2 yr. and 3 yr. heads
10,000	European Sycamore	All sizes
10,000	Lombardy and Bolleana Poplar	All sizes
3,000	Salix babylonica	6' to 8' and 8' to 10'
2,000	Salix niobe	6' to 8' and 8' to 10'
5,000	American Elm	6' up to 2 1/2"

ALSO QUALITY SHRUBS, EVERGREENS, FRUITS, IN FACT

"Everything that's Good and Hardy"

THE COLE NURSERY COMPANY

Forty-nine years at Painesville, Ohio

FIELD GROWN ROSE BUSHES

Winter Harvested -- 3 Grades -- No. 1, No. 1 1-2 and No. 2
Kaiserin, Teplitz, Ward, Sunburst and Others

Howard Rose Company

Hemet, California



PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS CONIFERS
FLOWERING SHRUB ROCK PLANTS
HARDY PERENNIALS HARDY VINES

Ask for New Price List Just Off the Press

MOUNTAIN VIEW FLORAL COMPANY

Office: 341 E. 72d Street S.

Portland, Oregon

Andrews LATHAM Raspberry

MOSAIC-FREE STOCK—RELIABLE

ANDREWS NURSERY CO., Faribault, Minn.



**Japanese Roseflowering and Weeping
Cherries, Flowering Crabs**

All Sizes

A. E. WOHLERT, Narberth, Pa.

THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade.

With a record of fifty-three years of service.

Practical departments and active committees.

National conventions of inestimable value.

President—A. M. Augustine, Normal, Ill.

Write **CHARLES SIZEMORE**, Secretary, Louisiana, Mo., for full particulars.

CONVENTION DATE: JULY 15-17, 1930 MINNEAPOLIS, MINN.

Unite with Seven Hundred Representative Nursery-
men throughout the country to protect your interests
and advance your business. Only Nurserymen of high
ideals are eligible to membership.

Vice-President—John Fraser, Huntsville, Ala.

Nursery Trade Bulletin

Carl Purdy, Ukiah, Mendocino County, Cal., Nurseryman, widely known propagator of wild flowers, last month addressed the Sacramento Garden Club.

John Lucas Tree Expert Co., Portland, Me., has been incorporated, \$10,000, to conduct a tree Nursery business and to clear rights of way for transportation and communication companies.

In Canada Too—"Build That Rockery Now," is the caption of the Connon Nurseries' advertising matter just now—a Hamilton, Ont., planter appeal accompanied by an effective illustration.

Howard N. Scarff, New Carlisle, O., addressed members of the Clark County Horticultural Society in Springfield, O., last month, showing lantern slides from A. A. N. headquarters depicting landscaping and gardening.

The special wholesale list of **Westcroft Gardens**, Grosse Ile, Mich., pictures an upright type of hawthorn, 16 ft. specimen; \$33.50; a clump of white birch, 6 stems, 2½" diameter, \$50. Balled and burlapped.

Emil Bollinger, Lake Forest, Ill., aged 65, died recently at a Chicago hospital. He had been active in horticultural circles in Northern Illinois and for years held an interest in Robert Douglas & Sons Nursery, Waukegan, Ill.

Stone & Wellington, the **Fonthill Nurseries**, Toronto, 850 acres, established 90 years, feature just now "super-grown apple trees, 4 and 5 years old, root-pruned while growing in the Nursery, making a mass of fibrous roots and throwing the tree early into fruit buds."

Hybrid Tea Novelties—The affection of Jackson & Perkins Co. for Dame Edith Helen is especially noticeable in a communication just received from the Newark, N. Y., concern in which it says: "A sensational rose, the first to be introduced at retail at \$5.00 (1927) and has already attained the pinnacle of popularity. As to beauty of form, size, color and perfume it has no equal; good long-stemmed flowers, rivaling hot house roses." Prominent mention is made also of Edith Nellie Perkins, Irish Hope and other recent hybrid teas.

Trenton Flower Show has been incorporated by professional Nurserymen and landscape architects to promote planting of Nursery stock through exhibits in the spring. By 45 minutes the incorporators preceded a similar movement on the part of amateur promoters of the Horticultural Show, a fall event. Principal office of the corporation is given as the R. K. Ribsam Nurseries, Inc., Lawrenceville Road, Rudolph K. Ribsam, agent.

IT MEANS MUCH

It is a certificate of good character to have your advertisement admitted to the columns of the AMERICAN NURSERYMAN, because an effort is made to exclude advertisements of a questionable character or which represent concerns that do not practice business ethics recognized in general as worthy. A number of so-called Nursery concerns cannot advertise in this publication.

San Pedro Ranch Nursery, Compton, Cal., has added 10 acres in a frost-protected area.

Kirkland Nursery, El Paso, Tex., has been established by J. B. Kirkland, who has been operating in the country two years.

Union Nurseries, A. M. Mosley & Son, Fonthill, Ont., offer certified fruit trees, guaranteeing all stock, with money refund.

Yard Beautiful Contest—This project is being agitated for Waco, Tex., by the Thompson Nursery, of that city, which is offering prizes, advice, planting plans.

Centralia, Wash., Nurseries have been enlarged as to acreage. The ownership is now vested in G. E. Townsend, former manager, and H. H. Balch, Grand Mound, Wash.

W. M. Ellison, Harlingen, Tex., and O. H. Boone, Falfurrias, Tex., have formed a partnership to propagate citrus Nursery stock.

Built Rock Garden at Meeting—A. Vandereem, Nurseryman, St. Louis, Mo., last month adopted this plan to interest members of the St. Louis Horticultural Society at its meeting.

Palestine, Tex., Nursery is a new enterprise financed by Judge B. H. Gardner, under the management of H. R. Williams, practical Nurseryman; 50,000 roses have been planted. Evergreens and other ornamentals will be added; also pecans.

Incorporations: Rice's Superior Blueberry Nurseries, Crestview, Fla., \$1000, W. J. Rice, et al.—Holland Roseries, Milltown, N. J., \$50,000—Home Landscape Corporation, Charleston, W. Va., \$5,000, J. W. Young, et al.

The effect of recent legislation creating the Federal Farm Board and providing for national farm marketing organizations will be discussed by farm leaders, educators and public officials at Columbus, O., for 5½ weeks from June 16, when the American Institute of Cooperation holds its annual session.

A Voice from the Rockies—In a communication to the American Florist, E. B. Gregory, Miller Floral Company, raises as he says a voice from the Rocky Mountain district to suggest a short radio program to supplement the florists national campaign, remarking: "We honestly believe that the few words said about flowers by Amos n' Andy the night before Valentine Day resulted in thousands of purchases and unlimited good to the retail florist." Mr. Gregory concludes: "Here's hoping we may all be able to survive the panic, or near panic, that Mr. Hoover will finally get the right commission appointed and that the other fellows' business will be back to normal before Easter rolls around. We will then take a chance with ours."

Care in Spraying Trees

Unskilled methods in spraying trees may result in disastrous effects to the foliage according to the Bartlett Tree Research Laboratories of Stamford, Connecticut. A mixture of arsenate of lead and soap in an insect spray results in burning due to the liberation of the arsenic by the combining of the soap and lead. Where it is necessary to spray for plant lice after arsenate has been used in controlling chewing insects, the problem of a suitable spray is vitally important. Nicotine is much less effective without soap as a spreader but the presence of an arsenate of lead residue on the foliage would prohibit the use of soap.

Seed for the State Nurseries

Keeping the state forest Nurseries well supplied with seed, so that sufficient trees are always on hand to meet the annual demands of Pennsylvania's army of tree planters is one of the problems that confronts the Department of Forests and Waters, State Forester Joseph S. Illick says. The state forest tree Nurseries always contain at least 30,000,000 trees, all of which have been grown from seed.

The number of good seed per pound is as variable as the total number of seed produced but not necessarily in the same proportion. White pine, for instance, has about 26,000 seeds to a pound and Scotch pine 70,000, but each of them may produce only 10 to 15 thousand trees per pound. A pound of pitch pine containing 55,000 seeds may produce only 11,000 trees, and less than 10,000 trees may result from a pound of hemlock, which contains upwards of 300,000 seeds. About three-fourths of the seed of broadleaf species like locust and oak will produce trees. In the case of tulip trees as little as one-tenth of the seed can be depended upon to germinate. The number of good seed per pound varies greatly even in the case of a single species.

The source of the tree seed and its freshness account for wide range in the number that sprouts. Local seed is preferred, but is rarely available in sufficient quantities. This is especially true of evergreens like pine. Open grown, bushy trees of medium size are the best seed producers. Our red pine seed comes from the forests of the Lake States. Much of the white pine is collected by our foresters in Pennsylvania, and the balance comes mostly from the Lake States and New England. Norway spruce and Scotch pine, both European trees, have not been planted in the country long enough to produce all of the seed needed. Some of this seed must accordingly be imported.

Seed years of trees are another factor to be taken into consideration. Some bear seed at two or three year intervals and others longer. A full seed crop of white pine cannot be expected oftener than once in five to seven years. Losses in seed storage may also occur, although the Department's improved methods of keeping seed have led to the storage of reserve supplies for carrying over years of no seed crops or incomplete crops due to poor weather conditions.

The Large Tree Specialty

Now a branch of the Nursery business for the most part practiced only by specialists is the moving of large trees for estates whose owners are able and willing to pay for discounting Father Time. In the last issue of *American Nurseryman*, page 82, V. L. Rushfeldt, Albert Lea, Minn., outlines the work of specialists viewed during his recent trip among Nurseries of the country. Here is the effective manner in which A. J. Schneider, of the Jericho Turnpike Tree & Shrubbery Nursery, landscape contractors and Nurserymen, New York City, effectively describe a feature of their business:

How often have you decried the long wait nature imposed for the Trees and Shrubs on your home grounds to grow into the fullness of the desired effect? Large trees for immediate effect eliminate this anxious wait—but are very scarce.

Just think of it! Beautiful, shapely, full-furnished specimens, up to 20 feet high and 10 to 12 feet spread. And this in the fine Koster's Blue Spruce and Douglas Fir, old Boxwood and others, so necessary to complete a pleasing landscape effect—yet so difficult to obtain in these large specimens.

Having just completed operations on several of the estates near yours, we have our patented tree moving equipment right handy there to serve you, at least expense, and with dispatch. Moreover, the acquisition of these high grade specimens from a private estate permits us to offer this collection at prices which are not penalizing your purse for the elimination of years of waiting. February and March is an ideal period to move trees, especially these large specimens, when they are fully dormant and suffer a minimum shock in transplanting.

ELM TREES

3 inch - 4 inch - 5 inch
IN CARLOAD LOTS OR LESS



PLENTY OF FIBROUS ROOTS

These trees are scarce now and as our supply is limited it will pay you to act quick.

These Trees are Collected Stock

In 1929 we supplied 1500 of these to one park job—they filled the bill. THE BUYER WAS WELL PLEASED.

PFUND-BELL NURSERIES

"Elmhurst Nurseries"

ELMHURST, ILLINOIS

The City of Elms



PERFECTION
MARKERS
Plant Stakes
Nursery Markers
Row Markers
Plot Markers
Plant Labels

All made of galvanized steel. Last for years. Readily changed to make different markings. Card is glass covered. Let us help you mark your stock with certainty and economy.

Plant Stake
Card 1 1/4 x 3 in.

NO WOOD STAKES
TO PREPARE

NO PAINT TO PEEL

Use Perfection Markers and be absolutely certain!

A trial will prove their worth.

Write for descriptive literature and remarkably low prices.

S-W SUPPLY CO.

Girard, Kansas

Nursery-Plot-Row-Markers
Card 2 1/2 x 4 1/2 inches

FLOWERING EVERGREEN SHRUBS

Rhododendron Max, Kalmia, Hemlock and Holly, Seedlings, 6-18 in., 100—\$6, 1000—\$50; 2-4 ft., 25—\$5, 100—\$18; Carload of clumps for \$150. Flowering Dogwood and Maple, 2-4 ft., 25—\$5, 100—\$18. Local orders burlapped, roots packed in moss.

J. F. NORRIS

P. O. Doeville, Tenn.

AMERICAN NURSERYMAN, Chief Exp. sent.
twice a month \$2.50 per year. Three years, \$6.
Canada, abroad, 50c extra per year.

NOTICE

To all American Nurserymen and Seedsmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.50 covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

Established 1883

H. A. LTD., Lowdham, Nottingham, Eng.

THE F. E. SCHIFFERLI & SON NURSERIES

Fredonia, Chautauqua Co., N. Y.

Established 1890

We offer for Fall and Spring a very large and complete assortment of
FREDONIA GROWN GRAPE VINES, CURRANTS, GOOSEBERRIES

Everything we offer is of our own growing and will be graded up to our usual high standard that we originated and adopted many years ago and has made many everlasting customers, and our business a success.

We invite your inquiries.

SIBERIAN or CHINESE ELM—(U. pumila)

The best selling, fast growing, shade tree in America. Beautiful, hardy, rapid growing; it combines the desirable qualities needed. Write for our prices on 6-8 ft., 5-6 ft., and 4-5 ft., sizes; also our heavily calipered seedlings. Our stock is the genuine hardy north China strain.

Send for our new trade list.

WASHINGTON NURSERY COMPANY

Carload rates to some point near you.

TOPPENISH, WASH.

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,

DERRY, N. H.

CHINESE ELMS

Ulmus Pumila (Siberian Elm)

Ulmus Parvifolia (Lacebark elm)

Seeds, seedlings, Transplants.

Clean, well-rooted stock, at lowest market prices.

HOME NURSERY CO.

Richland, Wash.

75 Acres of Pure Bred MASTODON PLANTS

The growing season has been fair with us. Plenty of rain during last half of the year.

We never had better quality and our prices are the lowest we have ever sold Mastodon plants.

We will have a surplus of 5,000,000 plants. Shipments made direct to customers under your tags at no extra cost. Also a full line of the standard varieties of strawberry plants. It will pay you to get our quotations before placing any orders.

E. W. TOWNSEND & SONS

Old reliable nurseries. Wholesale Department.
SALISBURY, MARYLAND.

SPECIAL

A Loose Leaf

PLATE BOOK

At the Price of a Map

80 COLORED PAGES

Special Sample Price \$2.00

PROCESS COLOR PRINTING CO.

Formerly CHRISTY, INC.

Searle Bldg. ROCHESTER, N. Y.

COLLECTED STOCK

Hardy Lilies, Cornus, Viburnums,

Ferns and Evergreens

Write for special quotations

J. J. NUDD

Exeter

New Hampshire

Peach Pits

The Howard-Hickory Co.

HICKORY, N. C.

A Nurseryman writes



Wm. Kraft
Nurseryman
Cincinnati, Ohio

"Your course pulled me out of the rut to financial success. It has put me in position to associate and do business with the best people. It has been worth many times its cost. I can truthfully recommend your school to any one who wants to take up landscape gardening."
(Signed) WM. KRAFT

You, Too, Can Easily

BECOME A

LANDSCAPE ARCHITECT

AT HOME BY MAIL

There is no better or quicker way for a Nurseryman to increase his profits than by becoming a Landscape Architect. Our home study course is very easily mastered by men with nursery experience and without interfering with present work.

OPPORTUNITIES ARE UNLIMITED
You'll find success, prosperity and happiness in this uncrowded profession, and it will greatly increase the earnings of your nursery business.

SEND FOR FREE BOOKLET

It gives complete details regarding our course and tells you how you may get started in this profitable field. Write us today.

AMERICAN LANDSCAPE SCHOOL

10 Plymouth Bldg. Des Moines, Iowa

A COUNTY OFFICIAL SAYS

Commercial Nursery Stock

is Cheapest and Best

for

ROADSIDE PLANTING

Read it in the recent book

"Roadside Development"

By J. M. Bennett

Postpaid \$5.15.

For Sale By

AMERICAN FRUITS PUB. CO.

P. O. Box 124

Rochester, N. Y.

NURSERY TOOLS

LEONARD FULL-STRAPPED SPADES

KUNDE KNIVES AND SHEARS

Write for 88-page Wholesale Catalog

Illustrating over 500 Hand Tools

A. M. LEONARD & SON

PIQUA

OHIO

THIS SPACE

\$1.40 per Issue

Under Yearly Term: \$1.25

AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

Indiana Nurseryman's Orchard

Knox County, Ind., is famous for its fruit. Its peaches are pinched by folks in New York to see if they are real and the Reed apple orchards and Simpson apple orchards have proved how successfully Nurserymen can take their own medicine.

Last month at one of the orchards of W. C. Reed & Son men were walking along with garden hose, spraying trees from what at first appeared to be an unknown source. Mr. Reed has piped the orchard to overcome numerous difficulties. In a big barn a tractor operates two churns one of which is operating while the other is being filled with spray material. Both are connected with the piping system the main line of which is 3,500 feet long. In the orchard at every 80 feet of each lateral there is a hydrant to which workmen attach an ordinary garden hose to spray that section. Eight men spray the entire 80 acres; one man pulls the hose from hydrant to hydrant, another sprays; 1000 gallons of spray per hour is pumped by the outfit. It used to require eight outfits to spray the orchard. This meant eight teams or eight tractors. A lot of time was lost, too, as the tank wagon could only hold so much and it would have to go back to the barn for a new supply.

The ability to spray in all kinds of weather is a feature in the Reed orchard

too. Many times, the orchard could not be sprayed when the ground was soft without cutting it up badly.

The pipe is buried about three feet deep and is covered over. It is so laid that it can be drained. At every lateral joint, there is a sort of manhole, with a valve which can shut off the spray from going into that lateral when it is not being used. Thus the strain on the pipes is lessened and the pressure is kept strong the length of the system. The outfit cost in the neighborhood of \$2,000.

There is but one other stationary spray system in Indiana. In the western states the plan is in common use.

"The Rosy Aphid in Relation to Spray Practices in 1929" is the title of a publication just made available at the State Experiment Station, Geneva, N. Y., in which is given a report of tests with various insecticides, some of them quite new, against this major insect pest of New York apple orchards.

W. C. Reed & Son, Vincennes, Ind., completed a fruit warehouse with capacity of 16,000 bushels; walls of 12-inch tile insulated with cork. This winter's zero wave only lowered the inside temperature one degree.

To obtain more cherries and more vigorous cherry trees, prune and fertilize with nitrogenous fertilizers is the advice of H. B. Tukey, horticulturist at the N. Y. Expt. Sta., Geneva.

A steady consistent advertising program, planned with even an average degree of intelligence never fails to get results that are favorable to the business. Erratic, spasmodic, unintelligent advertising, the kind that is constantly changed and under high pressure is aimed first in this direction and then in that may prove really disastrous. There is absolutely nothing wrong with advertising. There is often a lot wrong with the advertiser. —Penn, Boston Florist.

Florida Tung Nursery—A Nursery of tung trees, 15,000 in number, has been established near Live Oak, Fla., by Fred Green and his father, Captain Jack Green, Plant City. It is the intention of the promoters of the Nursery to eventually have over a million young trees on hand at one time. A large part of the trees grown in the Nursery will be planted to tung groves in Suwannee County. Already there are several hundred acres planted in the county. The tung nuts will be shipped to the plant of the Alachua Tung Oil Company, Gainesville, Fla. Tung oil is used in paint manufacture.

MISCELLANEOUS

SEEDS OF SUCCESS

Every nursery agent needs help. We have just printed a large edition of this notable work written by Edmund M. Sharrock and now owned by The DuBois Press. It is a real help to nursery salesmen and will make any salesman a greater producer. Send for sample and prices.

THE DU BOIS PRESS
Horticultural Printers Rochester, N. Y.

BLACK HILLS SPRUCE

Two to eight ft. B&B.
ELMS, 3 to 6 inch caliper.
Attractive prices. FAIRMONT NURSERIES,
Fairmont, Minnesota.

BOOKS

LIST OF 119 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening. List sent on request. American Fruits Pub. Co., P. O. Box 124, Rochester, N. Y.

AMERICAN NURSERYMAN, Chief Exp. agent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

Fruit Fly Control Comment

An effect of the fruit fly control measures in Florida on the part of those whose business is interfered with thereby is voiced by J. H. Peterson, Cincinnati, grower of plants and citrus fruit at Lakeland, Fla. Portions of his argument follow:

"The fruit industry of this state grosses more than \$50,000,000 every year. The vegetable and truck industries gross about \$25,000,000 a year. It is hard to understand a human mind that would deliberately kill a \$75,000,000 business in order to get \$10,000,000 to \$15,000,000 into the state from the government.

"I sincerely hope that no further appropriation be made for the eradication of the Mediterranean fruit fly. I have yet to find a man or woman in Orlando or Lakeland who has seen the Mediterranean fly in grapefruit or oranges. That is, any person who owns a grove.

"Any grove owner can take care of his own business, for there are plenty of good insecticides. The entomologist should not be permitted to interfere with the farmer, gardener, florist or Nurserymen. He may be all right for scientific purposes but should not interfere with business. We have always had insects and insect diseases, and history clearly shows that the entomologist has never been able to exterminate them.

"During my 60 years' experience as a gardener in Denmark, Germany, England, France, Belgium and Holland, the last 50 years of which have been spent in the United States, I have never seen any insect pest or disease that the gardener could not handle with the help of the chemist."

Under conditions such as we have found north of Centralia, Ill., it is very doubtful if it will pay to apply a San Jose scale spray this season. With less than 1% of the scale alive, the control by natural conditions has been approximately as good as that which is usually obtained by spraying. —Prof. W. P. Flint.

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. Chief exponent of the American Nursery Trade.

WANTED AND FOR SALE

FOR SALE

Nursery or Florists location (40 acres), now partly planted with Nursery Stock, all New Buildings, Greenhouse, Frames, Artesian Well, Electric, etc., on Main Concrete Highway, near Somerville, N. J. A marvelous location which will show a tremendous profit on the acreage in the near future. Will sell without growing stock for \$25,000.00. If interested in stock will also sell at attractive figure. Fine soil for growing.

Will make any arrangements within business reason. This is a golden opportunity for anyone able to handle it. Address F-149, care American Nurseryman.

WANTED TO TRADE

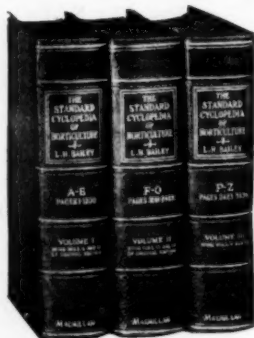
We have 20,000 Am. White Elm, 6-8' transplanted, grown from seed here at Elmhurst, to trade for Lining Out Stock, Trees-Shrubs-Evergreens, on a basis of 30c per tree. Spring delivery.

Pfund-Bell Nursery Co.
Lake St. Elmhurst, Ill.

SITUATION WANTED

Capable sales or general manager desires connection with reliable Nursery. Experienced in handling salesmen, catalog writing, etc. Young, efficient, competent and energetic. Address F-148, care of American Nurseryman.

FIRST AND LAST PLACE TO LOOK



THE STANDARD CYCLOPEDIA OF HORTICULTURE

By Dr. L. H. Bailey

Whether your business is local, sectional, or national in scope, you and your employees need this work for handy reference day in and day out.

27,000 Sets in Use

Over 4,000 color, halftone and line illustrations. Three convenient volumes, bound in fabrikoid
\$28.75 cash with order or
\$2.50 down and nine monthly payments of \$2.50

Mail Today

American Fruits Pub. Co.
P. O. Box 124,
Rochester, N. Y.

Please send me the CYCLOPEDIA.
I enclose \$23.75 in full payment.
Please send me application blank for special term payment offer.

Name
Street or R. F. D.
City State

"LAKE'S"

BE SURE THAT
UHAVE A
LARGE ASSORTMENT OF THE
LEADING VARIETIES OF
EVERGREENS, PERENNIALS, ROSES,
TREES—SHADE AND FRUIT, AND SHRUBS
IN YOUR STORAGE.
NOW IS THE TIME TO ORDER THOSE
 SHORTAGES, WHILE OUR ASSORTMENT IS
 STILL UNBROKEN.
NOTE THE MANY ITEMS WE STILL HAVE
ON OUR SURPLUS LIST. REFER TO NO.
5 OUR BIG BULLETIN, JUST MAILED OUT.

Phone or Wire in your Rush Orders.
 They will be given prompt attention,
 and Shipped Immediately
 PHONES 406 and 407

SHENANDOAH NURSERIES
 SHENANDOAH, IOWA



—This mark on a shipment
 of Nursery Stock is Your
 assurance of its Quality.

IMMEDIATE SHIPMENT

Our **Large General Assortment**
 of high quality Nursery Stock
 ready for **Immediate** shipment.

Are you ready to supply your customers
 with Nursery Stock during the Spring season?
 Be wise and order your stock now and avoid
 disappointment. No DELAY when you OR-
 DER from us.

All orders, large or small,
 given prompt and efficient service.

Depend on us for your every need.

We sell to *Distributors* only

"One of America's Foremost Nurseries"

MOUNT ARBOR NURSERIES

E. S. WELCH, Pres. SHENANDOAH, IOWA

AMUR RIVER PRIVET (NORTH)

When you want this hedge plant, think of WILLIS.
 We grow it in quantities large enough to be inter-
 esting.

	Per 100	Per 1000
3- 4 ft., 5 canes	\$12.00	\$90.00
2- 3 ft., 4 canes	7.00	60.00
(5000 @ \$55.00 M)		
18-24 in., 3 canes	5.00	45.00
(5000 @ \$40.00 M)		
18-24 in., 2 canes	4.00	35.00
12-18 in., 3 canes	4.00	35.00
12-18 in., 2 canes	3.00	25.00
6-12 in., 1 cane	2.00	15.00

WRITE FOR PRICES ON LARGER QUANTITIES

The **WILLIS NURSERY COMPANY**
 Wholesale Nurserymen OTTAWA, KANSAS

Wayside Gardens

HARDY PERENNIAL PLANTS
 EXCLUSIVELY

Write for Trade List.

THE WAYSIDE GARDENS COMPANY
 MENTOR, OHIO

Your Advertisement In THIS SPACE

Will Go Into
 Every State In the Union

\$6.25 per Issue

(Under Yearly Term, \$5.60)

AMERICAN NURSERYMAN
 P. O. BOX 124 ROCHESTER, N. Y.



TO
 COVER SHORTAGES
 QUICKLY
 Try Our Service

from Cold Storage at
 CHICAGO, ILLINOIS—CINCINNATI, OHIO
 ST. LOUIS, MISSOURI—ROCHESTER, N. Y.

If you do not have our list
 Write or wire for it.

The Huntsville Wholesale Nurseries, Inc.
 Huntsville, Alabama

TIME TO PLANT EVERGREENS

EVERGREEN GRAFTS

	100
Juniperus chinensis albovariegata	\$50.00
Juniperus chinensis prostrata	50.00
Juniperus chinensis pyramidalis blue	50.00
Juniperus chinensis pyramidalis green	50.00
Juniperus chinensis sargentii green	50.00
Juniperus communis depressa	50.00
Juniperus communis depressa aurea	40.00
Juniperus communis depressa prostrata	60.00
Juniperus japonica	45.00
Juniperus sabina horizontalis	45.00
Juniperus sabina von ehron	65.00
Hill's Silver Juniper	75.00
Juniperus virginiana cannarti	45.00
Juniperus virginiana elegantissima	55.00
Juniperus virginiana glauca	45.00
Juniperus virginiana kosteri	50.00
Juniperus virginiana pyramidalis	50.00
Hill Dundee Juniper	75.00
Juniperus virginiana schottii	45.00
Picea pungens kosteri	95.00

EVERGREEN SEEDLINGS

	100	1000
Abies arizonica	2-4"	\$10.00 \$ 90.00
Abies concolor	4-6"	5.00 40.00
Abies homolepis	2-4"	6.00 50.00
Abies sachalinensis	2-4"	6.00 50.00
Abies veitchii	2-4"	5.00 40.00
Juniperus chinensis	2-4"	6.00 50.00
Juniperus chinensis	6-8"	8.50 75.00
Juniperus communis	4-6"	4.00 30.00
Juniperus communis depressa	4-6"	3.50 25.00
Juniperus communis depressa	6-8"	4.00 30.00
Juniperus scopulorum	4-6"	4.50 35.00
Juniperus scopulorum	6-8"	6.50 50.00
Larix europea	6-8"	3.00 20.00
Larix europea	8-10"	3.50 25.00
Picea canadensis	4-6"	3.50 25.00
Picea excelsa	4-6"	2.50 15.00
Picea excelsa	6-8"	3.00 17.50
Picea polita	2-4"	3.50 25.00
Picea pungens	4-6"	4.00 30.00
Picea pungens	6-8"	5.00 40.00
Pinus nigra	4-6"	4.00 30.00
Pinus nigra	6-8"	5.00 40.00
Pinus ponderosa scopulorum	4-6"	3.00 20.00
Pinus strobus	4-6"	3.00 20.00
Pinus sylvestris	4-6"	3.00 20.00
Pinus thunbergii	6-8"	3.50 25.00
Pseudotsuga douglasii	2-4"	4.50 35.00

ONCE TRANSPLANTED EVERGREENS

	100	1000
Abies balsamea	6-8"	8.00 70.00
Abies fraseri	2-4"	5.00 40.00
Cedrus atlantica	4-6"	10.00 90.00
Cedrus deodara	4-6"	6.00 50.00
Cedrus deodara	6-8"	8.00 70.00
Cedrus libani	8-10"	10.00 90.00
Chamaecyparis pisifera filifera	4-6"	8.00 70.00
Juniperus chinensis pfitzeriana	6-8"	12.00 110.00
Juniperus communis depressa plumosa	6-8"	14.00 130.00
Juniperus communis hibernica	6-8"	20.00 190.00
Juniperus communis hibernica	8-10"	10.00 90.00
Juniperus japonica sylvestris	10-12"	13.50 125.00
Juniperus japonica sylvestris	2-4"	10.00 90.00
Juniperus japonica sylvestris	4-6"	15.00 140.00
Picea excelsa	6-8"	6.00 50.00
Picea pungens	8-10"	8.50 75.00
Picea excelsa	10-12"	10.00 90.00
Picea pungens	6-8"	11.00 95.00
Picea pungens	8-10"	13.00 120.00
Picea pungens	10-12"	17.00 160.00
Pinus nigra	6-8"	8.00 70.00
Pinus nigra	8-10"	9.00 80.00
Pinus ponderosa scopulorum	10-12"	8.00 70.00

ONCE TRANSPLANTED EVERGREENS—Continued

	100	1000
Pinus strobus	6-8"	\$ 7.00 \$ 60.00
Pinus sylvestris	8-10"	7.00 60.00
Taxus cuspidata	2-4"	15.00 140.00
Taxus cuspidata	4-6"	20.00 190.00
Taxus cuspidata nana	6-8"	20.00 190.00
Thuja orientalis aurea nana	4-6"	13.00 120.00
Thuja orientalis aurea nana	6-8"	15.00 140.00
Thuja orientalis bonita	6-8"	15.00 140.00
Thuja orientalis compacta	4-6"	10.00 90.00
Thuja orientalis compacta	6-8"	12.00 100.00
Thuja orientalis conspicua aurea	4-6"	20.00 190.00
Thuja orientalis cupressifolia fastigiata	6-8"	15.00 140.00
Thuja orientalis filiformis	4-6"	15.00 140.00
Thuja orientalis elegantissima	4-6"	20.00 190.00
Thuja orientalis pyramidalis	4-6"	10.00 90.00
Thuja orientalis pyramidalis	6-8"	12.00 110.00
Thuja orientalis pyramidalis (Baker's)	8-10"	15.00 140.00
Thuja orientalis texana glauca	6-8"	15.00 140.00
Tsuga canadensis	4-6"	10.00 90.00
Tsuga canadensis	6-8"	12.00 110.00

TWICE TRANSPLANTED EVERGREENS

	100	1000
Juniperus chinensis	6-8"	12.00 100.00
Juniperus chinensis pfitzeriana	8-10"	25.00 240.00
Juniperus chinensis pfitzeriana	10-12"	30.00 290.00
Juniperus communis depressa	8-10"	20.00 190.00
Juniperus communis depressa	10-12"	30.00 290.00
Juniperus communis depressa	12-18"	40.00 380.00
Juniperus communis depressa plumosa	8-10"	50.00 490.00
Juniperus horizontalis douglasii	6-8"	20.00 190.00
Juniperus sabina horizontalis	6-8"	25.00 240.00
Picea canadensis	8-10"	11.00 100.00
Picea canadensis	10-12"	16.50 150.00
Picea canadensis	12-18"	22.50 200.00
Picea canadensis albertiana	6-8"	10.00 90.00
Picea excelsa	8-10"	12.00 110.00
Picea excelsa	10-12"	12.00 110.00
Picea excelsa	12-18"	16.50 150.00
Picea excelsa	18-24"	20.00 190.00
Pinus montana uncinata	10-12"	15.00 140.00
Pinus mughus	4-6"	10.00 90.00
Pinus mughus	6-8"	14.00 130.00
Pinus mughus	8-10"	27.50 250.00
Pinus nigra	10-12"	25.00 240.00
Pinus strobus	10-12"	20.00 190.00
Pinus strobus	12-18"	30.00 290.00
Pinus sylvestris	8-10"	12.00 110.00
Pinus sylvestris	10-12"	15.00 140.00
Pseudotsuga douglasii	8-10"	15.00 140.00
Pseudotsuga douglasii	10-12"	20.00 190.00
Pseudotsuga douglasii	12-15"	25.00 240.00
Taxus cuspidata	6-8"	35.00 340.00
Thuja occidentalis	6-8"	7.00 60.00
Thuja occidentalis	10-12"	10.00 90.00
Thuja occidentalis	12-18"	17.50 165.00
Thuja occidentalis	18-24"	25.00 240.00
Thuja occidentalis	2-3'	35.00 325.00
Thuja occidentalis douglasii aurea	10-12"	25.00 240.00
Thuja occidentalis douglasii pyramidalis	6-8"	15.00 140.00
Thuja occidentalis douglasii pyramidalis	8-10"	20.00 190.00
Thuja occidentalis globosa	6-8"	10.00 90.00
Thuja occidentalis globosa	8-10"	12.00 110.00
Thuja occidentalis globosa	8-8"	30.00 250.00
Thuja occidentalis hoveyi	10-12"	8.50 75.00
Thuja occidentalis pyramidalis	8-10"	13.00 120.00
Thuja occidentalis pyramidalis	10-12"	16.00 150.00
Thuja occidentalis pyramidalis	12-18"	35.00 325.00
Thuja occidentalis pyramidalis	18-24"	40.00 350.00
Thuja occidentalis pyramidalis	2-2 1/2'	60.00 550.00
Thuja occidentalis spicata alba	6-8"	25.00 240.00
Thuja occidentalis rosenthalii	4-6"	15.00 135.00
Thuja occidentalis rosenthalii	6-8"	17.50 165.00
Thuja occidentalis rosenthalii	8-10"	22.50 200.00
Thuja occidentalis woodwardii	6-8"	12.00 110.00
Tsuga canadensis	10-12"	30.00 275.00
Tsuga canadensis	12-18"	37.50 350.00

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